EVALUATION OF USE OF

LIBRARY SERVICES AND TECHNOLOGY ACT

FUNDING IN CALIFORNIA

1997/98–2001/02

Prepared for

Dr. Kevin Starr
State Librarian of California

By

Barbara Will
Library Programs Consultant

Library Development Services Bureau
Mark Parker, Chief

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Sacramento

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Institute of Museum and Library Services
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Washington, D.C. 20506

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Ladies and gentlemen of the Institute of Museum and Library Services:

On behalf of the California State Library, I am pleased to submit this <u>Evaluation of Use of Library Services and Technology Act Funding in California, 1997/98–2001/02</u> describing the major impact of those Federal funds on Californians of all ages as served by their libraries of all types. The Act has stimulated excellence and supported and promoted widespread access to learning and information resources.

It has been a privilege and a pleasure to work with the Institute during the first five years of the new Act, so assuring that the program responded to the Federal intent within the context of the library-related needs and priorities of the people of our State.

I would especially like to recognize the following California State Library staff members for their work on this evaluation: Barbara Will (Library Programs Consultant, Library Development Services Bureau) for preparing the evaluation and Liz Gibson (Assistant Bureau Chief, Library Development Services Bureau) for providing direction and guidance in its development.

We at the California State Library look forward to working with the Institute of Museum and Library Services during the next five years on improvements in California library services through technology and through programs targeted for special populations.

Yours sincerely,

Dr. Kevin Starr
State Librarian of California

Acknowledgements

In addition to Barbara Will and Liz Gibson, the following California State Library staff members are to be commended for their contributions to this evaluation:

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Members of the LSTA Advisory Committee, representative of the California library community, and members of the California State Advisory Council on Libraries, the citizen body appointed by the Governor and the Legislature to provide guidance on the LSTA program in California, are also thanked for their advice and recommendations on the evaluation.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The Library Services and Technology Act (LSTA), enacted by Congress and the President in 1996, was a major stimulus for library development in California during LSTA's first five years (1997/98-2001/02). Many LSTA-supported demonstration projects were continued by other funding sources at the close of the grant period. LSTA provided "seed" money for service initiatives that are being maintained locally. LSTA allowed California libraries to fieldtest new approaches to service delivery, especially through technology, and to re-define local services to better respond to the needs of their changing communities. The Five-Year State Plan for California reflected the technology focus of the new Act while recognizing that services to targeted population groups will always be a major priority for the State; the Act's flexibility in encouraging State-based plans was a critical factor in the successful investment of Federal dollars.

The five-year State Plan for California's use of LSTA funds, 1997/98-2001/02, was an ambitious and multi-faceted one. Within the four goal areas, there were 50 objectives - both short-term (1-5 years) and long-term (6-50 years) - that identified measurable steps toward meeting the broad goals. There were changes in emphasis and focus of the objectives during the five-year period, reflecting changes in the State's socioeconomic and library funding patterns that occurred during that time. One of the major changes was actually an LSCA/LSTA accomplishment: the 1998 passage and initial funding of the Library of California Act, a multitype library resource-sharing network that was planned and demonstrated with LSCA and later LSTA support over an eight-year period.

Report of Overall Results

The broad goals for California's Five-Year Plan can be paraphrased as follows: to provide free and convenient access to information resources for all Californians; to expand the use of technology to deliver library services; to support multitype library network development; and to promote library services to targeted populations, including the underserved.

California met 25 of its 31 short-term objectives and 5 of its 19 long-term objectives in making progress toward achieving those goals. The greatest emphasis fell on assuring widespread access to information resources, especially through technology, and on serving targeted populations. Major accomplishments included the projects related to positioning libraries to be able to take advantage of technological advancements, supporting the development of new information tools and resources, assisting rural areas of the state, building private-public partnerships, and stimulating services to children and non-English speaking people. Training, recruitment, and continuing education (especially in the use of new technologies) and digitization/Web site projects evolved into major thrusts for LSTA funds over the five-year period, while some multitype library resource-sharing objectives were shifted in to State-funded programs under the Library of California Act. Many projects initiated under LSTA became

ongoing services through a combination of local funds, private-public partnerships, and State funds.

Objectives that were not met usually were the long-term ones that stretched decades into the future, such as the reduction of functional illiteracy to 5% of California adults and the statewide equalization of local public library support. In the area of reference service, the objectives were not fully met because LSTA fieldtests proved that the initial approach that was proposed and tested did not work or did not work optimally, making it undesirable to expand the programs to other areas. Reference service concepts were also changing rapidly, due to technology, and newer programs (e.g., virtual reference) still need to prove themselves. More work remains to be done in serving people with disabilities and youth; more collaborative partnerships are still desirable. The lack of school library participation was a disappointment. While much progress was made toward improving library services in rural communities, those libraries were still the least likely to become involved with projects related to technology, collaborative partnerships, and services to people with disabilities.

Results of In-Depth Evaluations

Private consultants provided outside, independent evaluations of five LSTA projects. The results of their analyses are summarized below and detailed in Section II of this report.

A technology-related LSTA project, InFoPeople (Internet for People), connected 46% of California's public libraries to the Internet and assisted them in developing community-based service programs for public access over a period of eight years. As the Internet technology became more common, InFoPeople's emphasis moved to extensive refresher training, advanced training, and the creation of highly-regarded tools, such as the Librarian's Index to the Internet which is used more than 1 million times each month. According to outside evaluators of this multi-year project, "the InFoPeople project revitalized the image the public has of libraries and reinvigorated library professionals who had watched while interest in public library services waned. Without this project the Internet would not be as widely or as effectively used in California public libraries as it is today." InFoPeople continues now in public libraries through a combination of LSTA, local funds, private funds, and Gates Foundation initiatives.

Access News allowed people with visual and physical disabilities to access newspaper and reading materials of local interest helping them to maintain their independence. It used an electronic synthetic speech system and a telephonic newspaper system (allowing descriptions of graphics, such as ads, editorial cartoons, and TV listings) to deliver the service.

Targeting library services to the diverse population of California was addressed in many projects, such as Radio Works! which taught basic English language survival skills, using novellas and family literacy with bilingual storytimes, through broadcasts over a local radio station. Members of the community were the Radio Works! actors. Shades of California: The Book, building on the Shades of L.A. and LSTA Shades of California "Photo Days" projects, used photographic images taken by average citizens to show the diversity and similarity of the California population. Tools for Tolerance® to Enhance Library Services conducted two-day training sessions to provide library staff with the information and tools necessary to develop and implement a tolerance plan for their libraries.

All five projects succeeded in reaching their goals, and doing so within the context of the goals of the State Plan and of the Library Services and Technology Act. In addition, their impact is ongoing. It is especially noteworthy that, at the conclusion of the LSTA-funded period which demonstrated the viability and usefulness of Access News, the State Legislature and Governor approved legislation to expand the program statewide with ongoing funding support through the California Public Utilities Commission.

Conclusion

The first five years of the Library Services and Technology Act stimulated excellence and innovation in library services throughout California and resulted in lasting improvements. As California's demographics continue to change, and as technology continues to advance, a second five years of this flexible and responsive Act will continue to make an impact and a difference and will allow for completion of a number of the efforts for Californians that were begun during this first, five-year implementation of the Act. The ultimate beneficiaries are the millions of Californians who use libraries now and those who will use them in the future.

I. SUMMARY OF RESULTS IN ACHIEVING GOALS AND OBJECTIVES IN CALIFORNIA'S FIVE-YEAR LSTA PLAN (1997/98–2001/02)

California's five-year plan for the expenditure of Library Services and Technology Act (LSTA) funds in 1997/98 – 2001/02 to stimulate excellence in library services and promote access to library resources is an ambitious and multi-faceted one. Within the four goal areas, there are 50 objectives - both short-term (1-5 years) and long-term (6-50 years) - that identified measurable steps toward meeting the broad goals. There were some changes in emphasis and focus of the objectives during the five-year period, reflecting changes in the State's socioeconomic and library funding patterns that occurred during that time.

Two interpretive notes on this portion of the report:

- Some projects are reported as responding to more than one objective, so the totals listed for objectives on funding and projects will be greater than the actual $52,002,886 expended over the five-year period and the 943 projects analyzed.

- Statewide projects frequently resulted in indirect funding for individual libraries, such as the centralized purchase of computer workstations for multiple locations, and these breakdowns are not reflected in the number of projects, the type of library figures, or the geographic locations of grant beneficiaries. Only the direct funding awards are singled out for those compilations.

Appendix A, compiled by Joan Frye Williams, Information Technology Consultant (Sacramento, CA), in 2002 (Quantitative Analysis: LSTA Grant Awards, 1997/98-2001/02), contains a detailed statistical analysis of these projects.

GOAL A: FREE AND CONVENIENT ACCESS TO LEARNING AND INFORMATION RESOURCES THROUGH LIBRARIES OF ALL TYPES FOR INDIVIDUALS OF ALL AGES

This goal area was one of the two major focuses over the five-year period, garnering 31% of the LSTA support. All five short-term objectives were met, as was one of the long-term objectives; progress was made toward achieving the other three long-term objectives.

Short-term objective 1: "By 1998, rural Californians will have improved access to responsive library services through expansion of the public library strategic planning initiative to include three additional libraries in northern California and expansion into multitype library cooperation."

The objective was met with the implementation of the ALA "Planning for Results" planning process in the Yolo County Library, the Tulare County Library, and the Colusa County Library. The objective was also exceeded, because training

on this strategic planning process was provided statewide and at least 20 other public libraries implemented it with local funds.

Short-term objective 2: "By 1999, one or more pilot models for effective school library/public library cooperation will be identified and tested in at least three rural or underserved public library jurisdictions."

The objective was met, although not until 2002. In San Leandro, Limited English Proficiency (LEP) students received special tutoring assistance through a collaborative school/public library initiative. The Susanville Public Library spearheaded the creation of an electronic network for homework assistance involving local schools as well as the community college. Community volunteers, trained by the public library, tutored at-risk students in the city of San Jacinto (Riverside County Library System).

Short-term objective 3: "By 2000, LSTA-supported projects will have assisted cities and other localities to improve their public library services through encouragement of public-private partnerships with various community allies (civic, private, business, etc.)."

The objective was met, with 37 projects centered upon the improvement of public library services with partners that ranged from city government departments (Redwood City Public Library) and businesses (San Diego Public Library) to historical societies (Palos Verdes Library District) and medical centers (Santa Clara County Library). Rural libraries made less progress toward this objective, reflecting the general sparsity of local entities for partnerships in those areas of the state. It is also noteworthy that many other LSTA-supported projects involved collaborative undertakings but, since those partnerships were not central to the project, they were not included here.

Short-term objective 4: "By 2000, at least 10 technologically-based library services/tools will have been developed and tested using LSTA funds to improve access to learning and information resources through libraries of all types."

This objective received the strongest focus of any under Goal A, with more than twice the number of LSTA dollars and projects committed to it as to any other objective. Numerous technology-based tools, and service programs to make them effective, were created and used. The objective was met and greatly exceeded the target.

Many of the LSTA-supported products are Web sites: the Jobsmart Web site of re-training opportunities, employment-seeking advice, and job openings was developed in the San Francisco Bay area and expanded statewide; the Librarian's Index to the Internet (LII), guiding over 1 million people each month to authoritative online information resources, became a State-funded program in 2000; and

numerous individual Web sites, many on the topic of local history, are now maintained locally.

Other technologies were involved, too. The San Jose Public Library delivered services through kiosks, the Sunnyvale Public Library provided digital storytelling, the California State Department of Conservation's library produced a CD-ROM on gold mine locations and mining information, the Berkeley Public Library obtained an adaptive workstation and service program for people with learning disabilities, and public libraries in rural northern California experimented with videoconferencing.

One of the outstanding successes was the development of Libris Design, a computer-based library facility planning information system. It includes a software application for creating library building programs and a Web site of expert articles written for librarians who are currently planning or managing library facilities. With the passage of the Library Bond Act of 2000, California public libraries are using Libris Design to use the $350 million as effectively as possible.

Short-term objective 5: "A program will be organized in at least five libraries or cooperative library systems, beginning in 1998/99, to support: a) individual and cooperative demonstration projects, models, evaluations, or production activities for libraries which have identified pressing needs for preservation and conservation of archival and library materials; b) improvement of bibliographic access to and creation of finding aids, indexes, and catalogs of collections; or c) establishment of mechanisms for assistance regarding preservation, such as standards and guidelines, staff training, or related functions."

The objective, added to the original Five-Year Plan in response to the need for digitization projects and the use of the technology in identifying and preserving unique materials, was met and surpassed. Collections digitized and mounted on Web sites for widespread access ranged from numerous local history projects, such as that in the South Pasadena Public Library, to resources of statewide interest, such as the primary source materials related to the 1906 San Francisco earthquake and fire. Finding aids were created and/or digitized: the fragile glass plate negatives of the Humboldt State University were digitized and described in an online finding aid and a non-profit library on Los Angeles area social history described its most-requested archival collections in a digitized finding aid. Training and assistance were supplied by the California Preservation Clearinghouse, a service which is now continued by Stanford University with its own funds.

Long-term objective 1: "Ninety-five per cent of public library jurisdictions in the state will affiliate with regional cooperative entities and these entities will have in place formal resource sharing agreements and processes, by 2010."

This objective was met by 2002, with slightly more than 95% of the public library jurisdictions becoming members of Regional Library Networks under the Library of

California Act, the California multitype library cooperative law which passed in 1998. The seven Regional Library Networks covering the state were established in 2000.

LSTA funds, and LSCA (Library Services and Construction Act) funds before it, demonstrated and ultimately defined the provisions of the Library of California Act. The Act's passage, together with an initial appropriation of $5 million annually, is in itself a major LSTA accomplishment. It is anticipated that the State-funded resource-sharing program will grow to over $100 million as it is implemented and expanded in all 8,000 libraries of all types over the next 10-15 years.

During the 1997/98–2001/02 period, LSTA funds supported the development of service components in the Library of California through such projects as an Interlibrary Loan Cost Study. LSTA funds also furthered interlibrary cooperation in other subsets, such as the INN-Reach project of the greater San Francisco Bay area that electronically linked the catalogs of 18 public libraries and college libraries to the combined online catalog of 12 major university libraries. These local and regional collaborative undertakings undergird the statewide cooperative initiative of the Library of California.

Long-term objective 2: "Ninety per cent of public libraries will work through consortia to increase the public's awareness and knowledge of the services of the public library and the free information resources available through it, by 2010."

The objective is not yet met, although the LSTA-supported pilot projects have proved successful and the timeline will roll out the public awareness campaign statewide over the next two years and it is projected to meet the objective by or before the year targeted (2010). "Consortia" here refers to an informal partnership, as contrasted with a cooperative public library system or a Regional Library Network.

The Library Awareness Campaign, now called the California Campaign for Libraries, was piloted in the San Diego metro area in 1999. It was a broad library awareness campaign that was designed to assist users and non-users to understand the services and resources available at the public library. This pilot media campaign identified issues, techniques, and implementation strategies for a future statewide campaign and featured 15-second video spots starring celebrities and local officials on four San Diego commercial and public TV outlets. Many of the related promotional items were produced in Spanish to reach that segment of the community. The formal evaluation showed that 60% of the respondents to a survey were aware of the library campaign and 90% of the respondents who were aware of the campaign felt it would be effective in attracting more people to visit public libraries. Further untested media components and additional population groups were tested in 2000 in the Fresno area because of its highly diverse multicultural, multilingual population.

Based on these pilot projects and their refinements, the full-scale campaign was launched in 2001/02. The multimedia, multilingual California Campaign for Libraries will be implemented modularly across the state over the next two years to encompass each of the state's five major media markets: Sacramento/Stockton, San Francisco Bay, Fresno/Central Valley, Los Angeles, and San Diego.

Long-term objective 3: "Consortia will expedite and facilitate access to information obtainable through all library collections of the entire state to all the people of California, via a tiered approach (local, regional, statewide), by 2020."

The objective has not been fully met and, in fact, the approach changed as a result of LSTA fieldtests.

During these five years, LSTA-supported projects experimented with different approaches to service delivery while providing very real services in the process to millions of Californians. These alternatives included CORE (California Opportunities for Reference Excellence), which provided 50 in-service training workshops on delivering information services in topical areas, such as government information, for front-line library staff...many of whom lacked formal professional training. The 24/7 project of the Metropolitan Cooperative Library System (Pasadena) created a decentralized online program for the patrons of public libraries needing interactive reference service when the local library was closed, including holidays. It began as a small trial and has been expanded throughout the Los Angeles basin and now, cooperatively with the Q & A Café virtual reference effort of libraries in the San Francisco Bay area, throughout California and across North America. Other prototypes were also tested: a bilingual CD-ROM which evolved into a Web site containing "Healthy Moms, Healthy Babies" information in video, audio, and text formats; a collaborative venture between major medical libraries and public libraries to provide consumer health information in the Riverside County area.

These projects were successful in providing and improving information services, and collectively demonstrated that the tiered approach described in the objective was no longer the most effective way to deliver reference service. The service is most effective when it is delivered at the point-of-contact, not through a referral or a time lag of any kind.

Long-term objective 4: "By 2030, 75% of the state's population will be able to receive the precise information resource they need with only one contact with a library service, either on-site at the library or via remote means."

Work still continues on this objective. Technological advancements have outpaced earlier projections and the objective may be met before the year (2030) identified.

During the initial five-year period, progress was made through LSTA projects in refining the direction, testing the technology, and beginning to lay the groundwork for the actual completion of this objective.

InFoPeople* (Internet for People), a statewide program of public access computers and training, expanded to serve the communities of 530 of California's 765 main and branch libraries. The multi-year program provided seed money to obtain the computers/software/connect time and the training to make them valuable as community access points for information. A subsequent focus of the project assisted libraries in designing their Web sites, so providing off-site services. Tools initiated under the program, such as the Librarian's Index to the Internet (LII), expanded the public's ability to identify and obtain authoritative information online, in their home or business or school as well as in the library.

The 24/7 Reference project, described earlier, experimented with interactive, online reference assistance for the users of public libraries and academic libraries in the Los Angeles basin and in the greater San Francisco Bay area in partnership with the Q & A Café. It will be expanded to San Diego and Riverside, using local funds, next year.

In a similar vein, First Source Plus (sponsored and coordinated by Los Angeles Public Library) provided access to 60 commercial and in-house databases in six libraries serving geographically-isolated communities. The same service was also supplied to the 15 cooperative public library systems throughout the five-year period, thus providing an opportunity to compare direct/indirect access to those databases.

GOAL B: LIBRARY SERVICES AVAILABLE IN ALL PARTS OF THE STATE THAT PROVIDE ALL USERS ACCESS, THROUGH STATE, REGIONAL, NATIONAL AND INTERNATIONAL ELECTRONIC NETWORKS, TO INFORMATION RESOURCES THEY REQUIRE TO MEET THEIR DIVERSE, CHANGING, AND EXPANDING EDUCATIONAL, ECONOMIC, KNOWLEDGE, SOCIAL, CULTURAL, RECREATIONAL, AND LIFE FULFILLMENT NEEDS

Progress toward achieving this goal was accomplished through 287 grant projects totaling $21,216,189 over the five-year period. Four of the five short-term objectives were completely met and one of the two long-term objectives was also met.

Short-term objective 1: "By 1999, a pilot project to define and field-test a regional multitype library structure identified in California's multitype library networking framework will be conducted in or among at least three cooperative public library systems."

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*an in-depth evaluation of the project appears in the next section of this report

The objective was met in 1998 with electronic inter-connectivity projects undertaken by cooperative public library systems serving the San Francisco Bay area, the Stockton/Central Valley area, and the Sacramento/Northern California area. With the passage of the Library of California Act late that same year, the need for demonstration models ceased and the additional funds awarded under this objective were used to support the Act's implementation within the law's framework.

Short-term objective 2: "By 1999, 75% of the state's public libraries will have at least one online workstation for public use that is capable of furnishing access to the Internet and World Wide Web; at least one public service staff member trained in Internet instruction of the public; and a successful operational service program in place to maintain and continually improve this public access function."

This objective was met in the fourth and final cycle of InFoPeople ("Internet for People") in 1998/99 which provided public access computers, connect time, training, and support for transfer-training to an additional 90 public library sites. There are now 530 InFoPeople-initiated public library sites in California and, combined with the public libraries that provide similar service but do so without InFoPeople support, the percentage exceeds 75%.

The largest amount of LSTA dollars expended in support of Goal B furthered this objective.

Short-term objective 3: "By 1999, a program of continuing education, orientation, and refresher courses for library staff requiring re-training to acquire knowledge and skills in advanced technology (including Internet training) will be designed and launched for 50 participants."

After the fourth cycle of InFoPeople participants concluded in 1998/99, the InFoPeople program focus shifted to advanced technology training and refresher training using the Internet. This objective was met and exceeded the target, with 2,480 librarians receiving advanced technology training at 40 different workshops during 1999/00 alone.

A Public Library Staff Education Program, launched in 1998/99 for 60 library staff, was continued for 53 more in 1999/00 and 73 more in 2000/01. The mini-grant program provided grants to underwrite the tuition cost of library school attendance by currently-employed library staff members pursuing a library paraprofessional or graduate degree in library and information science.

In addition, major statewide continuing education events included two week-long Stanford-California State Library Institutes on 21st Century Librarianship, one in 2000 and one in 2001, designed specifically to enhance the technological "savvy" of potential library leaders.

The objective was met and far exceeded. Almost as much LSTA support went here – $5,266,523 for 167 projects – as to the most highly funded objective under Goal B.

Short-term objective 4: "At least 25% of the state's population will have access to their needed learning and information resources through multitype library resource-sharing consortia by 2002. (Note: fulfillment of this objective is contingent upon passage of state legislation to fund ongoing operation of the consortia.)"

This objective was met, since the Library of California Act passed in 1998 and multitype library resource-sharing consortia covering the state were established in 2000. With 95% of all public libraries as members of these Regional Library Networks, more than 25% of the state's population did have that access by 2002.

The planning and development of the consortia was supported in part through LSTA grants for demonstration projects.

Short-term objective 5: "By 2002, consortia will play visible, active roles to help overcome or rectify disparities in funding and imbalances in information resources and collections among public libraries in 50% of the local jurisdictions."

This objective was not met. It also received the smallest amount of LSTA funding of any objective under Goal B.

The new library consortia are fledgling, being first established at the end of 2000, and the focus of the Regional Library Networks is on becoming operational rather than implementing a still-evolving role. Several pilot projects, such as the comparative collection assessments of libraries within the geographic boundaries of Tierra del Sol in the San Diego area, laid some preliminary groundwork for the achievement of this objective.

Long-term objective 1: "All regions of the state of California will have in place formal agreements and processes for multitype library and information resource-sharing by 2010."

The objective was met. The Library of California Act passed in 1998 and, by November of 2000, the seven Regional Library Networks covering the state were formally established.

Although some LSTA projects paved the way for this Act, such as the formation of a disaster recovery network in the San Diego/Imperial County area, the objective was met earlier than anticipated and did not require large LSTA expenditures.

Long-term objective 2: "Ninety per cent of the state's population will be served effectively through multitype library resource-sharing consortia by 2015."

The objective was not met during this initial five-year period. Although two major steps were taken to its eventual achievement – the passage of the Library of California Act in 1998 and the establishment of resource-sharing consortia under it in 2000 – the service programs themselves must be developed and implemented before people are "effectively" served.

The LSTA funds supporting progress in this direction included the California Millennium Conference in 2000 for librarians from all types of libraries and for members of library-related organizations. The goal was to position libraries for the 21st century by exposing the 880 attendees to the broad trends in society, the economy, and technology that will impact library services. Fifty-six speakers were featured in 35 programs on a wide array of topics, and the forward-looking thrust set the stage for the planning underway across the state for the Regional Library Networks.

GOAL C: DEVELOPMENT AND IMPLEMENTATION OF THE NECESSARY ELECTRONIC AND RESOURCE-SHARING LINKAGES AMONG AND BETWEEN LIBRARIES TO SUPPORT CALIFORNIA'S MULTITYPE LIBRARY NETWORK DEVELOPMENT

Progress toward achieving this goal was accomplished through 208 grant projects totaling $18,932,932 over the five-year period. Seven of the nine short-term objectives were met and two of the five long-term objectives were met.

Short-term objective 1: "By 1998, at least two California public libraries or cooperative public library systems will have successfully installed and tested automated linking of multiple library databases and searching capability using Z39.50 standard hardware and software capabilities."

The objective was met in 1998 and exceeded in subsequent years; the LSTA funds supporting it were the largest amount for any single short-term objective under Goal C.

Electronic connectivity projects of cooperative public library systems interactively linked library catalogs and databases in the greater San Francisco Bay area, in the greater Los Angeles Basin area, in the Central Valley, and in the Sacramento/Northern California area.

LSTA grants also supported the operation of a planning and coordination group of librarians formed in 1999 to guide and assist the field in implementing the Z39.50 telecommunications protocol in their local computer systems. This implementers group conducted activities to increase expertise; shared information about systems, standards, and specifications; obtained consultative assistance from experts; established a Web site and an Internet listserv; and conducted a training workshop in

2000. The LSTA funds were supplemented by State funds under the Library of California Act to support extended deployment of Z39.50 projects in the field.

Although the objective was met, rural areas still tended to participate less and will probably need a greater amount of one-time funding and ongoing assistance to achieve equity with other areas of the state.

Short-term objective 2: "By 1998, a mechanism for consultation and joint planning for networked library automation among at least three cooperative public library systems and/or regions will be established."

The objective was met, although not until 2000. Four cooperative public library systems in the greater San Francisco Bay area conducted joint planning and implementation of linked systems, as did two in the Los Angeles Basin. Two in the Sacramento/Stockton region conducted joint planning.

Short-term objective 3: "By 1998, Californians will have online access to at least 75% of the serials titles held by California libraries, through the California Statewide Serials Database (SSDB), which will be established in a permanent online host, and by means of which at least three online and/or offline products will be produced in response to statewide needs."

The objective was met and exceeded. The California Statewide Serials Database was first initiated in 1975 with LSCA funds; it expanded and evolved in preparation for its transfer to State funding when multitype library legislation was passed. In the last year before the Library of California Act passed in 1998, LSTA funds supported the input of 64,000 serials records from 664 California libraries and generated ten offline lists as well as a microfiche version of the off-line database.

Now those records have been combined with those of California's major universities and those of the California medical libraries into a single online database hosted by the University of California and maintained through State (Library of California Act) funds. The online catalog currently contains 849,662 individual titles, representing at least 85% of the serials titles in libraries statewide.

Short-term objective 4: "By 1999, at least one electronic link that ties together the online catalogs of libraries of two or more different types of library systems, e.g. university to public library or public library to school library, will be installed and tested."

The objective was met, and electronic connectivity between public and academic libraries occurred in the greater San Francisco Bay area. In a related LSTA project that built on that platform but was reported under a different objective, 18 San Francisco Bay area public libraries linked their catalogs with those of 12 major university libraries statewide in 2001/02.

Short-term objective 5: "By 1999, at least 10 libraries of all types will be included in a program of subsidized access to specific commercial and other databases at reduced cost, as a benefit of cooperative and bulk license agreements and planned purchasing procedures."

The objective was met. The First Source project of Los Angeles Public Library provided access to 60 commercial and in-house databases for the 15 cooperative public library systems, several of which are multitype. This was a program of indirect access, with the systems as the intermediaries for local library reference requests. The concept was piloted at the local library level between 1998 and 2001, with six rural libraries obtaining direct access to those online resources through First Source Plus.

The pilot project successfully demonstrated that the proposed methodology was not cost-effective for local direct access given the then-available technologies.

Short-term objective 6: "By 2000, a program to leverage LSTA dollars for purchase of a minimum computer hardware/software platform in support of multitype library networking in all California public libraries will be defined, and at least three libraries will commence projects to acquire the platform."

The objective was met, although the bulk of it was performed with Library of California Act funds.

The LSTA-funded Linked Systems Study set the direction for interconnectivity among multitype libraries, and the Library of California Act passage allowed it to be implemented through grants for the telecommunications infrastructure.

Short-term objective 7: "By 2000, a survey of California public libraries whose general public catalogs are unconverted to computerized form will have been completed, and a targeted grant program will be designed and operational for at least 25 participating libraries."

The objective was met in part.

As part of the planning for the Regional Library Networks under the Library of California, each region conducted a technology inventory of the libraries within its geographical boundaries to identify the strengths, compatibilities, and gaps. A targeted LSTA grant program then supported seven public libraries, all rural, in implementing a Public Library Automation Project to automate their catalogs and circulation processes.

Short-term objective 8: "By 2001, 20% of the state's public libraries will offer at least one specific collaborative information service involving one or more non-library agencies in areas such as economic development, small business, electronic job search, vocational and career planning, employment guidance, etc."

The objective was not met.

Although some progress was made toward achieving the objective, the 20% target was not achieved. Several public libraries implemented collaborative projects with museums and historical associations, including those in Monterey and Redwood City. Ten geographically-isolated libraries sponsored "virtual" field trips as public programs, using interactive videoconferencing technology, with institutions ranging from the Ocean Institute and the San Diego Zoo to the Los Angeles County Museum of Art in 2000/01 and 2001/02.

Short-term objective 9: "By 2002, at least two emerging digitization programs, such as the Online Archive of California, the Digital Library of California, the California Heritage Project, or similar efforts at digital preservation, will be organized in a statewide multitype consortium for planning, funding, and implementation purposes."

The objective was met.

The Online Archive of California, hosted by the University of California at Berkeley, supported the formation of a single, searchable statewide online archive database of Californiana accessible through the Internet. It contains over 4,000 standardized digital finding aids to text and images in large archival collections of participating libraries.

The California Digital Library is hosted by the University of California. It originated as a demonstration Web site for online environmental information and expanded to encompass numerous databases and library catalogs.

This objective received the second largest amount of LSTA support ($2,260,826) of the nine objectives identified under this goal, with the vast majority of the projects conducted by individual libraries to contribute digitized finding aids and electronic images to the two statewide repositories. It is recognized that ongoing assistance, from LSTA or another source, will be necessary to continue to build the resource databases.

Long-term objective 1: "By 2005, 50% of California's public libraries will be inter-connected electronically for purposes of providing access to all information resources requested by their users."

The objective was met as it was worded, although "all information resources requested by users" are not accessible because not all of them are in electronic format or identified in an electronic index/finding aid/catalog.

Grants awarded under this objective largely supported major planning initiatives and studies, which were then implemented through a combination of LSTA funds

under other objectives and local funds. Ten of California's 15 cooperative public library systems supported shared electronic networks for their members by 2002.

Long-term objective 2: "By 2020, at least 25% of California libraries of all types will be accessing information through electronic networks."

Progress was made toward this objective, but it has not yet been met.

LSTA pilot projects in the area of shared licensed databases expanded under the Library of California Act to accommodate all types of libraries, yet not all libraries are currently members of Regional Library Networks under the Library of California and not all libraries have the electronic capacity to participate. Public libraries and academic libraries do, indeed, meet the 25% target. Some special libraries (corporate, law, medical) and a smattering of school libraries also access information electronically.

Long-term objective 3: "By 2030, 90% of California public libraries will have acquired or will share necessary computer systems and telecommunications technologies to enable their patrons to have convenient and effective access to the information resources they need through that means."

While progress was made toward achieving this objective, much must still be accomplished before 2030 to fully meet it.

LSTA funds supported pilot projects and planning activities for shared online library catalogs. The Gates Foundation established training labs in a number of public libraries, and LSTA funds upgraded the labs and doubled their capacity in ten public libraries across the state.

Long-term objective 4: "By 2050, 95% of California's estimated 8,000 libraries of all types will be inter-connected electronically for purposes of providing access to all information resources requested by their users."

The objective has not yet been met and much still must be accomplished to achieve it by 2050.

Progress was made in this arena, but it focused primarily on public libraries during this five-year period rather than on all types of libraries. This objective garnered the most LSTA support of any objective under Goal C, and projects ranged from retrospective conversion and computer labs in individual libraries to the creation of tools leveraging optimum use of new technologies, such as the Librarian's Index to the Internet (LII). These are being continued with local funds, and LII is now a State-supported program under the Library of California Act.

Long-term objective 5: "On an ongoing basis, California State Library and California State government information resources will be made more accessible to

the public at large through libraries of all types, via improved, technologically-based access mechanisms."

The objective was met and will continue to be addressed.

The key mechanisms involve the Internet, and Web sites were created to assure widespread access to government information. Examples of LSTA-supported products include the California Ballot Propositions Database, a searchable and in-depth text and image compilation of California ballot measures from 1912 to the present, and a Web site devoted to California libraries. Pilot projects at the local level were also supported, such as the Local Online Government Information Center (LOGIC) coordinated by the University of California at Irvine in conjunction with other Orange County libraries.

GOAL D: PROMOTION AND ENHANCEMENT OF TARGETED LIBRARY SERVICES TO PEOPLE OF DIVERSE GEOGRAPHIC, CULTURAL, AND SOCIOECONOMIC BACKGROUNDS; TO INDIVIDUALS WITH DISABILITIES; AND TO PEOPLE WITH LIMITED FUNCTIONAL LITERACY OR INFORMATION SKILLS

This goal was the second major focus for LSTA support, with $35,238,210 (32% of the total) funding 957 projects (57% of the total). Nine of the twelve short-term objectives were met, as was one of the eight long-term objectives. Achievement and degree of progress toward meeting the long-term objectives were sometimes difficult to determine because of the lack of baseline data and/or specific definitions.

Short-term objective 1: "By 1998, at least two statewide LSTA-supported innovative programs will have been implemented to model and help public libraries implement library services specifically targeted to address appropriately the diverse needs of rural, geographically isolated persons and communities in the state."

The objective was met in 1998 and exceeded in subsequent years.

A Rural Library Initiative was launched in 1998 and continued through 2002. Residents of less-populated areas of the state share the same needs for library and information services as metropolitan and suburban jurisdictions but are underserved because of economic conditions and general lack of government services; it is estimated that there are 400 public library service outlets serving rural populations in California. This statewide initiative identified the needs and piloted solutions to meeting them through such programs as volunteerism, videoconferencing for public programming, and trustee training.

The second statewide initiative supported the organization, implementation, or revitalization of public library foundations and other fundraising efforts that involve interested citizens in 1997/1998. Sixteen public libraries participated in this

21

program; although it was targeted for rural libraries, several urban/suburban libraries also participated.

Short-term objective 2: "By 1999, a minimum of 10% of California public libraries will have completed formal planning processes to define and recommend specific library services responsive to the needs of their communities of diverse geographic, ethnic, linguistic, cultural, and socioeconomic backgrounds."

The objective was met, although not until 2001.

"Planning for Results," the American Library Association's current strategic planning process, was introduced statewide in a series of five workshops attended by staff from 250 main and branch libraries in 1998/99. Four public libraries took part in practical field demonstrations of the planning process, using professional facilitators in real-life settings, and an additional 20 public libraries used the process with local funds.

In addition, nine public libraries prepared and implemented Partnerships for Change plans, which included identifying a specific underserved group and targeting library services toward it. The populations selected ranged from a local Punjabi-American community in Sutter County to senior citizens in Berkeley.

Short-term objective 3: "By 1999, at least two statewide or regional programs will be implemented to specifically target the library and information services of the underserved in urban and rural communities."

The objective was not met by projects specifically identified under this short-term objective. The need, too, appears greater than the target implies.

The Santa Clara County Library provided county-wide technology training for low literacy adults in 1997/98, and the rural libraries of northern California – where 2% of the population lives on 25% of the state's land mass – participated in regional technology planning in 1998/99.

Short-term objective 4: "By 2001, at least 10 LSTA-supported projects will have been implemented to assist Californians to improve their socioeconomic status through public libraries."

The objective was met.

Jobsmart, a library-prepared Web site designed and demonstrated with LSCA/LSTA funds, provides reliable and detailed local job market information covering the Sacramento, San Francisco, Los Angeles, and San Diego metropolitan region. In 1997/98 alone, it assisted three million job seekers to find California employment as well as identify career and training opportunities. It is now Jobstar-California and is supported through private-public partnerships.

Four LSTA-supported literacy projects were implemented, including one targeted for youthful offenders, in public libraries. Other local projects included a collaborative workplace program to teach English to 85 employees at local businesses at the Commerce Public Library and a program of services to the Spanish-speaking community provided by the Alameda Free Library. Youth-at-risk were the audience for two local projects. In addition, a series of Partnerships for Change workshops was held to improve public library information services for special populations. All of these LSTA-supported projects helped targeted population groups improve their socioeconomic status through tutoring, literacy and relevant information sources.

Short-term objective 5: "By 2002, at least 20% of California public libraries will have implemented, with assistance of LSTA-supported grant funds, re-defined services to more effectively meet the library service needs of their communities of diverse geographic, cultural, and socioeconomic backgrounds."

This objective was met, and it received the most LSTA support of any objective under Goal D.

Twenty-two public libraries participated in Shades of California*, a statewide initiative to recognize the population diversity within local communities by documenting their social and cultural history gleaned from old family photos and artifacts. The materials recorded the daily lives and contributions of diverse population segments whose members are not traditionally users of libraries. As a result of the project, these people began to use public libraries and the public libraries changed their services and collections to respond to their needs.

Numerous libraries received "seed" funding to define and initiate services to ethnic groups that ranged from Spanish-speaking and Asian-Pacific to Korean American and Japanese American. The needs of different age groups also were addressed: senior citizens were the most frequent audience, but teenagers were also a common target for re-defined library services.

Short-term objective 6: "At least 10 LSTA-supported projects, targeted to the needs of individuals with disabilities, will have been implemented and tested in California public libraries by 2002."

The objective was met, but it is noted that two of the libraries were not public libraries and that rural libraries seldom participated.

The statewide Access News** project demonstrated a way for people who are blind or print-impaired to "read" daily newspapers through their telephones via

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*an in-depth evaluation of the book produced as the culmination of this project appears in the next section of this report
**an in-depth evaluation of the project appears in the next section of this report

synthetic speech equipment. The project began in the Sacramento Public Library and expanded to public libraries in four other metropolitan areas: Fresno, Los Angeles, San Diego, and San Francisco. Access News was so successful that the State Legislature and the Governor elected to fund it through the California Public Utilities Commission for a two-year period, with the possibility of future renewals.

Learning disability workstations using adaptive technologies were the focal point of new services to this group by the Berkeley Public Library. Adaptive workstations were also obtained by libraries to enable better services to senior citizens with sight disabilities, as was done by the Newport Beach Public Library.

LSTA funds supported the library services provided by the Braille Institute (Los Angeles), planning for "Learning Disabilities and Libraries" statewide workshops by the Metropolitan Cooperative Library System (Pasadena), and the Patients' Library CD Collection of the Metropolitan State Hospital (Norwalk).

Short-term objective 7: "By 2002, special LSTA-supported grant programs to improve the abilities of children to use library services will reach at least 15% of California's children in the chosen target population age range."

The objective was met, and the most projects (271) for any single objective under Goal D appear here.

Sixty-one public libraries used LSTA funds to augment their collections for children and/or teenagers between 1998 and 2000. "Grandparents and Books" programs, in which trained senior citizens read aloud to children in the library, were conducted by thirty-four public libraries.

In addition to these statewide targeted grant programs, individual public libraries planned and implemented local projects with LSTA funds. Projects ranged from a bookmobile/"recreation-mobile" at the Rancho Cucamonga Public Library, which saw children's registration rates rise 9% as a result of the outreach program, to the School Services Corps of the San Francisco Public Library, which assisted low-achieving students to do better in middle school.

Short-term objective 8: "By 2002, all young adult services librarians in California will have been trained in current young adult services planning processes and output measures methodologies and will have begun to review and implement improved local services based on these methodologies."

The objective was not fully met by projects identified under this objective.

Although four training videos on young adult services were produced between 1999 and 2002 ("Youth Participation in Library Service;" "Developing a Young Adult Services Plan;" "Young Adult Collection Development;" "Programming for Young Adults"), the LSTA-supported statewide initiative was largely limited to them and to a three-year Young Adult Services Consultant demonstration project for

13 rural public libraries in northern California. The Young Adult Services Consultant project focused on enriching youth services based on advisory input from local teens. Special programs (poetry readings, cooperative middle school/high school initiatives, etc.) were organized, materials collections were enhanced, and a Young Adult "Teenscape" Web site was created with links to 129 other relevant Web sites.

It is noted that the focus for all these activities related to public libraries and not to the librarians serving young adults in schools or correctional institutions.

Short-term objective 9: "By 2002, statewide training of at least 50 library staff who work with underserved young adult library users will have been conducted."

The objective was met.

Cooperative public library systems serving rural areas of the state, in northern California (North State Cooperative Library System, Willows) and the Central Valley (San Joaquin Valley Library System, Fresno), conducted training related to young adult services. The northern California project, described above, focused on collections, cooperation, and programs in 13 rural libraries. In the Central Valley, a two-year project entitled "Young Adult Services Institute: Serving San Joaquin Valley Teens in the 21st Century" assisted eight libraries to create or improve young adult-oriented services and collections with training on topics ranging from adolescent psychology to collaborative models for partnering with community agencies, schools, and teen-related organizations.

Short-term objective 10: "By 2002, all California public libraries will have an active children's services program."

It is believed that this objective was fully met. However, no follow-up has been completed to confirm definitively that there is an active children's services program in each of California's 1,100 public library service outlets.

Targeted grant programs, such as the 61 awards for Youth Services collection building and 34 awards for Grandparents and Books read-aloud programs, stimulated and expanded the service programs for children statewide. In addition, individual public libraries initiated and demonstrated locally-geared services that were continued with other funding sources.

Short-term objective 11: "By 2002, statewide library reference services at the system (backup to local) level will have been evaluated for potential expansion statewide to a local reference services network in up to 150 public library sites."

The objective was not met.

It received the smallest amount of LSTA support ($191,926) of any objective under this goal because the initial fieldtest for the service, which provided direct access to over 60 commercial and original databases in small rural libraries, was not successful. The then-available technologies proved inefficient.

Alternate approaches to backing up local reference service are being explored now, particularly in light of the Library of California Act's reference provisions.

Short-term objective 12: "By 2002, LSTA-supported projects will be implemented in public libraries in at least 25 California cities, to test innovative approaches to reducing illiteracy and to improve literacy skills of learner populations; these efforts will provide components not covered by, or as a supplement to, state-supported program funds and funding from other sources."

The objective was met.

Individual public library projects tested ways to use technology to further literacy in areas such as South San Francisco, piloted approaches to literacy services to special audiences such as youthful offenders (Oakland) and people with disabilities (Berkeley), and established partnerships to further literacy (Riverside County).

Public libraries in the greater San Francisco Bay area joined forces to increase local awareness and visibility of their literacy programs through display stations, press kits, and a region-wide celebration of International Literacy Day in 2002.

Long-term objective 1: "By 2020, all persons with disabilities will be able to use all library services on an equal basis with those without any disability."

The objective was not met, although progress was made toward it, particularly for people with visual disabilities.

A major step forward was the successful LSTA demonstration of Access News, a telephone newspaper-reading service, that was implemented statewide by California's Governor and Legislature in 2002. It is now an ongoing service program funded by the State.

Long-term objective 2: "By 2020, California library services will be provided statewide without barriers to any linguistic or cultural group."

Much work needs to continue in order to achieve this objective, especially given the great cultural diversity of California's population.

Progress was made toward its achievement, particularly through the Non-English Materials grant awards to 27 public libraries and the Partnerships for Change Implementation grants supporting the redefinition of services to ethnic populations in 4 public libraries. Projects planned and implemented by local libraries fieldtested

new service approaches, including the collaborative formation of the African American Museum and Library at Oakland (created as a branch of the Oakland Public Library). There were also projects identified under other objectives, including another cycle of Partnerships for Change grants, that advanced this initiative.

Major LSTA-supported training activities assisted librarians in redesigning their services. "Shared Visions: Asian Pacific American Librarians Conference" was organized and held in 2001 (Metropolitan Cooperative Library System, Pasadena). Tools for Tolerance® to Enhance Library Services provided 10 two-day workshops for 159 Los Angeles public librarians in 2001 to heighten awareness of valuing diversity and combating prejudice, integrating these values into library service plans. The "Tools" workshop series continued in 2002, with teams from participating libraries developing Library Tolerance Plans for local implementation.

Long-term objective 3: "By 2020, using consortia, networking, electronic linkages, and improved means of delivery of information and library materials, service to residents in rural areas of the state will be equalized with that in urban areas."

The objective is not yet met, although it received the largest amount of LSTA funds ($2,680,948) of any long-term objective under Goal D and much progress has been made toward its achievement.

The multi-year Rural Library Initiative addressed the need through training, strategic planning, and demonstration projects. Targeted grant programs assisted rural libraries with automation and collection development projects, and experimental projects involving videoconferencing and distance learning were centered in these areas of California. In fact, the most rural geographic region – Cascade Pacific in northern California, where 2% of the state's population lives on 25% of its land mass – received the highest per capita in LSTA funds: 5% of the total LSTA funding was expended here.

Long-term objective 4: "By 2035, public library services in California will be equalized across all geographic areas of the state, measured by reduction in the range of average per capita spending on library services."

The range actually increased slightly, from $2.71 – $173.47 in 1995/96 to $4.36 – $201.58 in 1999/00, although the percentile increases showed a different (and positive) trend. More work still needs to be done to equalize public library services statewide, and the objective is not yet met.

The Rural Library Initiative was specifically designed to address this objective by building community support. Projects funded under other objectives, many related to rural libraries, also worked toward leveling the playing field.

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*an in-depth evaluation of the project appears in the next section of this report

Long-term objective 5: "By 2040, all children in California will have equitable and effective library services to meet at least 75% of their immediate information needs."

The objective is not yet met.

Progress was made and services improved, particularly since the earlier objective to establish children's services in each public library was achieved, but this broader objective related to the quality of the service program is not yet achieved. Projects conducted by individual libraries demonstrated or fieldtested components of a quality program; statewide programs of collection grants and services also stimulated local libraries toward excellence.

Long-term objective 6: "By 2050, library service will be made available in some form and at a minimum standard level to all children in poverty as defined by the LSTA."

Since all public libraries met the earlier objective of providing children's services, this objective is also met.

Long-term objective 7: "At least 65% of California's young adult and adult populations will have effective information seeking skills by means of public libraries, by 2050."

Although LSTA funds supported a number of service projects toward this objective, much still needs to be done before this objective is completed.

There also is not a widely accepted definition of "effective information seeking skills" or, correspondingly, a method for measuring it.

Long-term objective 8: "By 2050, no more than 5% of California's adult population will be functionally illiterate, as an outcome of public library-hosted literacy programs."

The objective is not yet met. It is conservatively estimated that 20% of adults nationwide are functionally illiterate. It is noted, too, that LSTA projects had a great impact on an individual basis but that, on a collective basis, the need is of such magnitude as to not be reflected in the statistical compilation.

LSTA supported a number of projects that worked toward achieving the objective, in conjunction with the State-funded library literacy programs. Progress was especially made with native English-speaking people, but it was offset by a large influx of non-English speaking people who are illiterate in English as well as, often, their native language.

There also is not a universally accepted definition of "functional illiteracy" in California, and a method for determining the public library as the causal factor in achieving the objective does not now exist.

It is noted that California participated in the U.S. Department of Education's 1992 NALS (National Adult Literacy Survey) study and contracted for the extended State study. It plans to do so again in the forthcoming study update, and definitions and methodologies may be identified then.

TARGETED USER GROUPS

It should be noted that an individual project (and its corresponding funding amount) could often be attributed to more than one age group as its audience, and statewide projects, although listed as a single project, could involve multiple sub-projects.

Of the LSTA funds serving various age groups, the number of projects for youth and for adults was approximately the same; children's projects followed, and the lowest number of projects served elderly people.

The largest amount of LSTA funding supported adult services ($32,347,189 or 33%), followed by youth services ($25,932,672 or 26%). Smaller amounts supported services to elderly people ($22,380,163 or 23%) and services to children ($17,927,235 or 18%).

Funds for children's services were spent primarily for statewide projects, followed by projects in public library systems and public libraries. Funds for youth services were similarly expended, although the academic libraries received a large portion of the LSTA support, too. Funds for adult services were spent primarily for statewide projects, followed by projects in public libraries and then in public library systems; academic library projects also received substantial support. Funds for services to elderly people were spent similarly to those for adults.

Projects serving a statewide audience received about twice as much LSTA funding as the next highest type-of-library recipient for three of the four age groupings. The exception was for youth services, where statewide projects still received the largest amount but not double that of the next highest type-of-library recipient.

Public libraries serving urban and mostly urban communities consistently received higher total funding support than those serving rural and mostly rural communities.

STATEWIDE OVERVIEW

LSTA support over the five-year period usually correlated the percentage of funding to the percentage of the state's population within the seven geographical regions. There were two noteworthy exceptions: on a per capita basis, the rural Cascade Pacific region in northern California received over twice as much as its population size would suggest, and the Golden Gateway region in the greater San Francisco Bay region received about 1.5 times as much as its population size would suggest. Urban/mostly urban public libraries received only 79% of the support although they serve a significantly higher percentage of California's population than rural/mostly rural public libraries. However, since the statewide projects which constitute the plurality of the LSTA expenditures are not broken down by the location or type-of-library beneficiaries under the program, such comparisons may be moot.

Statewide projects received 48% of the LSTA funding, followed by public libraries (26%) and public library systems (14%). Academic libraries garnered 9% of the LSTA funding for their projects and school libraries received less than 1% ($18,986).

LSTA Funding Distribution by Geographic Region

Cascade Pacific - Region 1
   5% of LSTA funds (2% of state population)

Golden Gateway - Region 2
   34% of LSTA funds (23% of state population)

Sierra Valley - Region 3
   8% of LSTA funds (10% of state population)

Arroyo Seco - Region 4
   34% of LSTA funds (37% of state population)

Tierra del Sol - Region 5
   13% of LSTA funds (18% of state population)

Heartland - Region 6
   3% of LSTA funds (6% of state population)

Gold Coast - Region 7
   2% of LSTA funds (3% of state population)

LSTA Project Distribution by Geographic Region

Cascade Pacific - Region 1
51 LSTA Projects

Golden Gateway - Region 2
297 LSTA Projects

Sierra Valley - Region 3
108 LSTA Projects

Arroyo Seco - Region 4
271 LSTA Projects

Tierra del Sol - Region 5
135 LSTA Projects

Heartland - Region 6
52 LSTA Projects

Gold Coast - Region 7
29 LSTA Projects
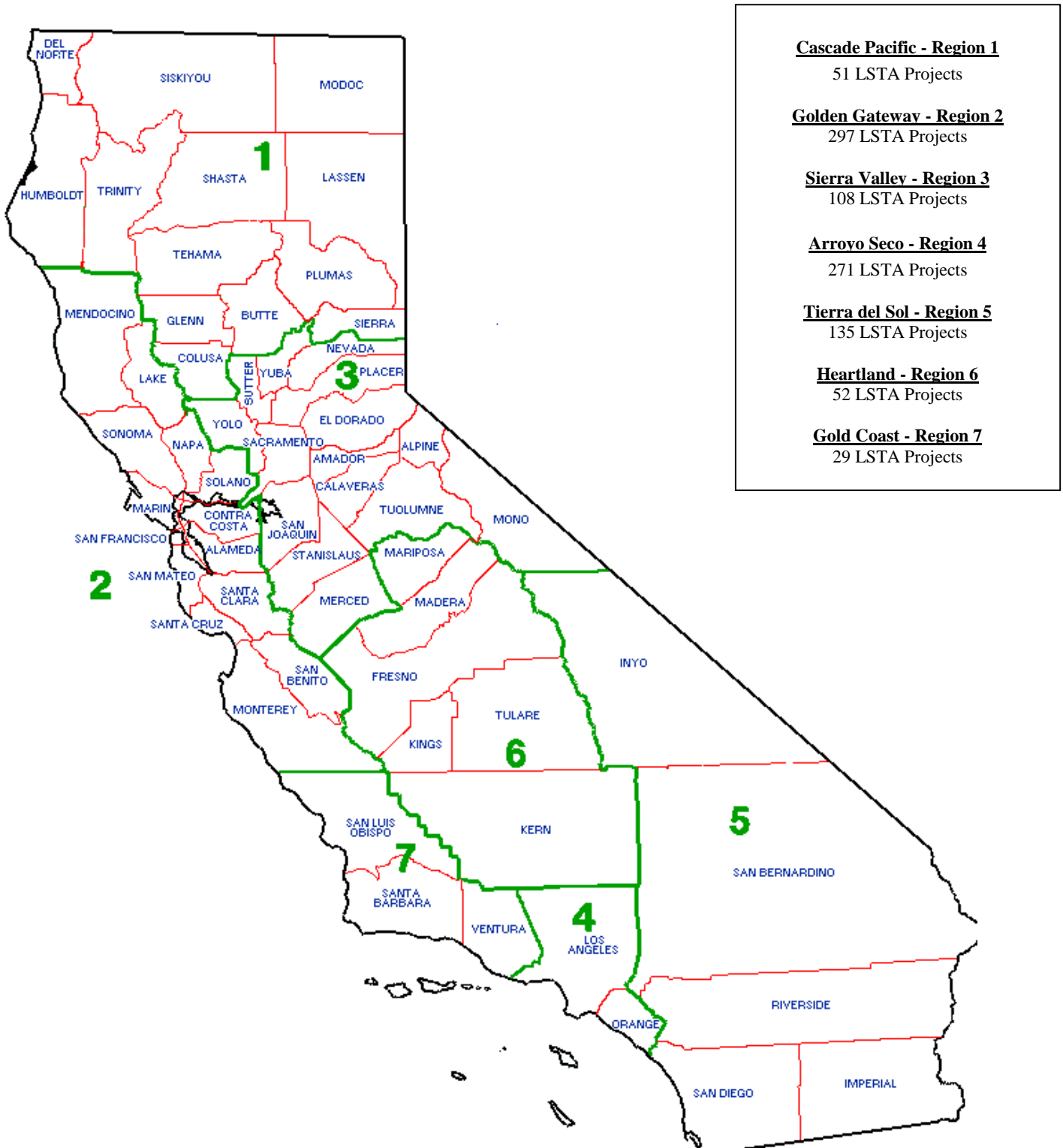
LSTA Funding Distribution Amounts by Goals in State Plan

$35,238,210 (32.20%)
$34,037,338 (31.11%)
$18,932,932 (17.30%)
$21,216,189 (19.39%)

- Goal A
- Goal B
- Goal C
- Goal D
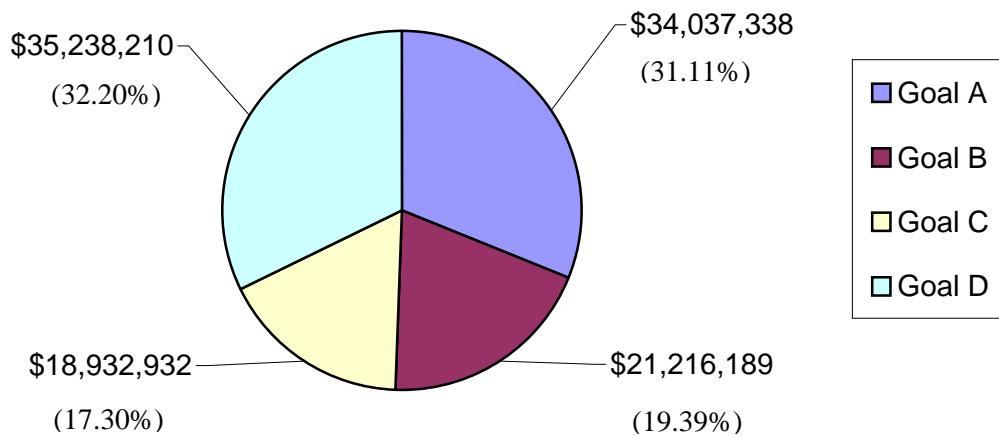
Number of LSTA Projects by Goals in State Plan
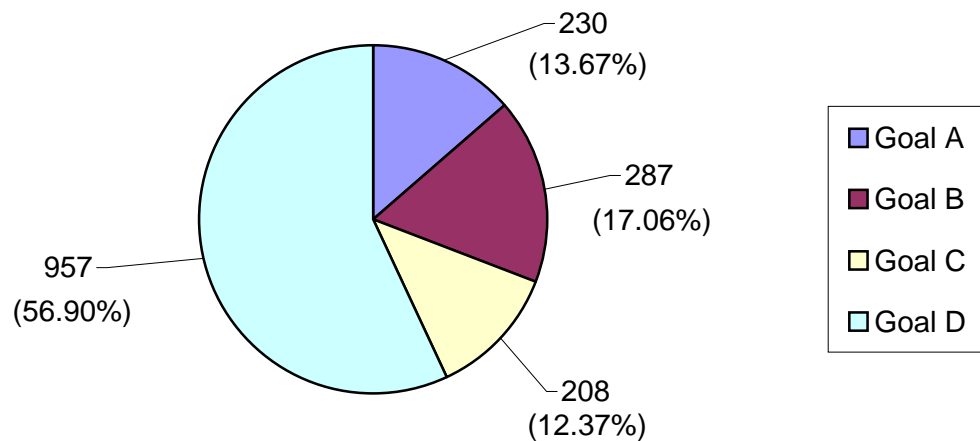
230 (13.67%)
287 (17.06%)
957 (56.90%)
208 (12.37%)

- Goal A
- Goal B
- Goal C
- Goal D

Goal A: Free and convenient access to learning and information resources through libraries of all types for individuals of all ages.

Goal B: Library services available in all parts of the state that provide all users access, through state, regional, national and international electronic networks, to information resources they require to meet their diverse, changing, and expanding educational, economic, knowledge, social, cultural, recreational, and life fulfillment needs.
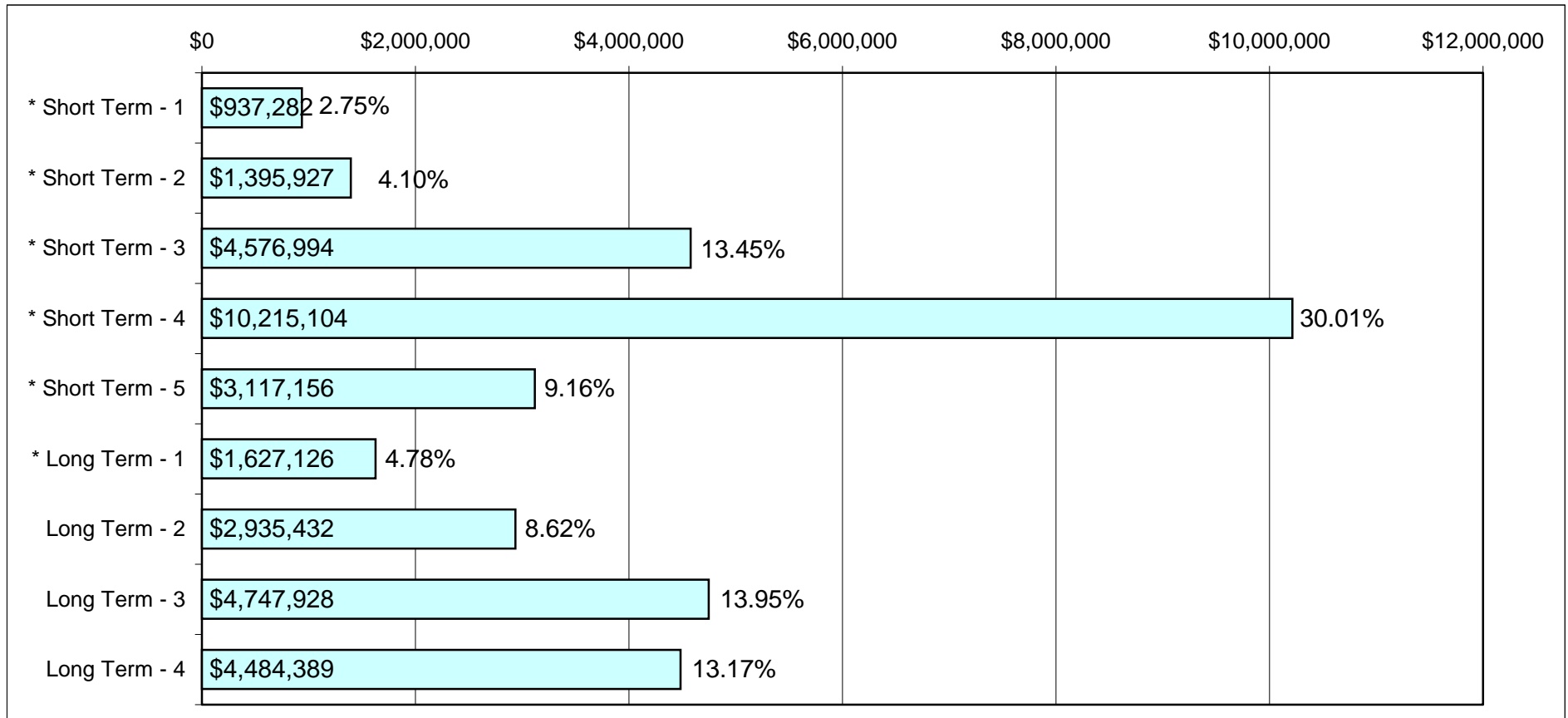
Goal C: Development and implementation of the necessary electronic and resource-sharing linkages among and between libraries to support California's multitype library network development.

Goal D: Promotion and enhancement of targeted library services to people of diverse geographic, cultural, and socioeconomic backgrounds; to individuals with disabilities; and to people with limited functional literacy or information skills.

LSTA Funding Distribution for Goal A by Objectives

(Represents the percentage of funding spent for this goal that went to each objective)

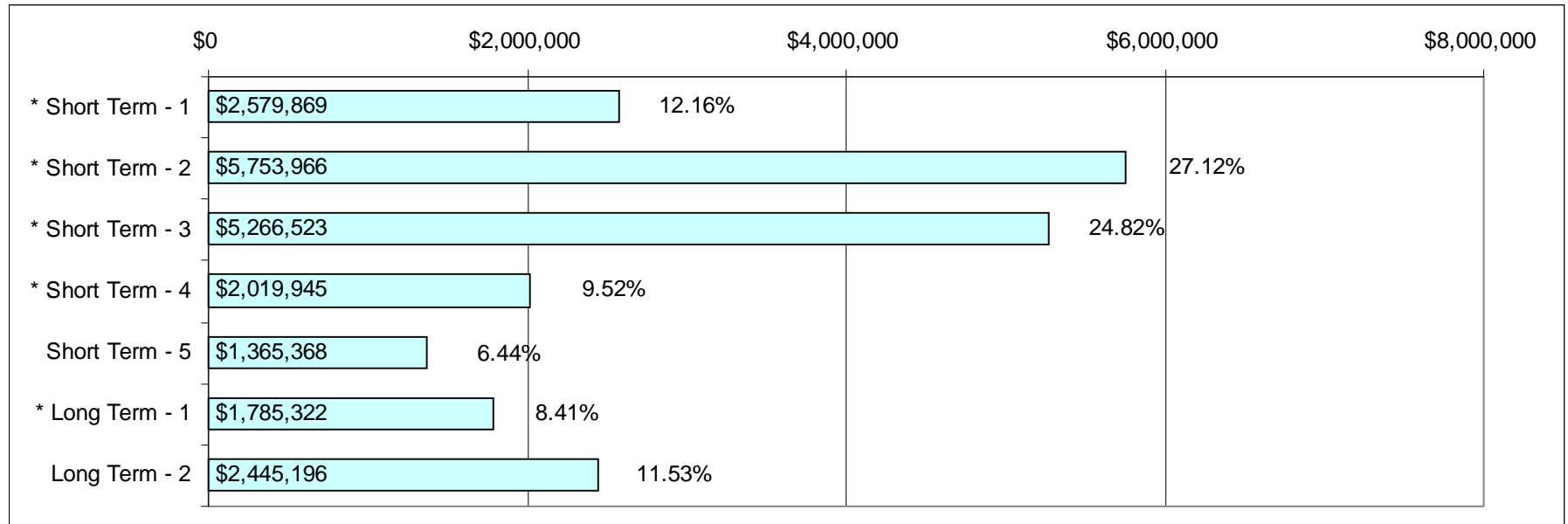| Objective	Amount	Percentage
* Short Term - 1	$937,282	2.75%
* Short Term - 2	$1,395,927	4.10%
* Short Term - 3	$4,576,994	13.45%
* Short Term - 4	$10,215,104	30.01%
* Short Term - 5	$3,117,156	9.16%
* Long Term - 1	$1,627,126	4.78%
Long Term - 2	$2,935,432	8.62%
Long Term - 3	$4,747,928	13.95%
Long Term - 4	$4,484,389	13.17%

Goal A: Free and convenient access to learning and information resources through libraries of all types for individuals of all ages.

* = Objective fully met

LSTA Funding Distribution for Goal B by Objectives

(Represents the percentage of funding spent for this goal that went to each objective)

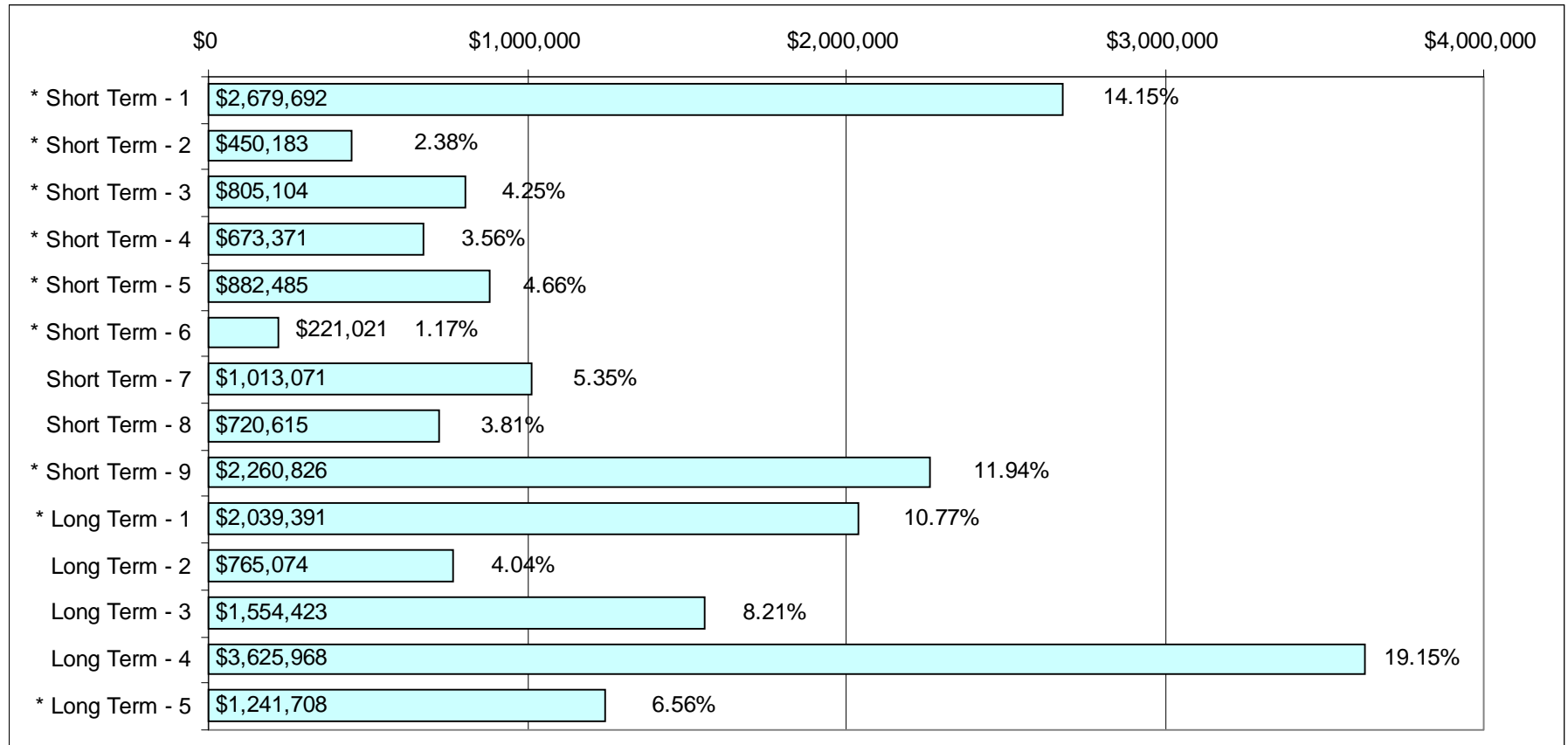|					
	$0	$2,000,000	$4,000,000	$6,000,000	$8,000,000
* Short Term - 1	$2,579,869		12.16%		
* Short Term - 2	$5,753,966			27.12%	
* Short Term - 3	$5,266,523			24.82%	
* Short Term - 4	$2,019,945	9.52%			
Short Term - 5	$1,365,368	6.44%			
* Long Term - 1	$1,785,322	8.41%			
Long Term - 2	$2,445,196	11.53%			

Goal B: Library services available in all parts of the state that provide all users access, through state, regional, national and international electronic networks, to information resources they require to meet their diverse, changing, and expanding educational, economic, knowledge, social, cultural, recreational, and life fulfillment needs.

* = Objective fully met

LSTA Funding Distribution for Goal C by Objectives

(Represents the percentage of funding spent for this goal that went to each objective)

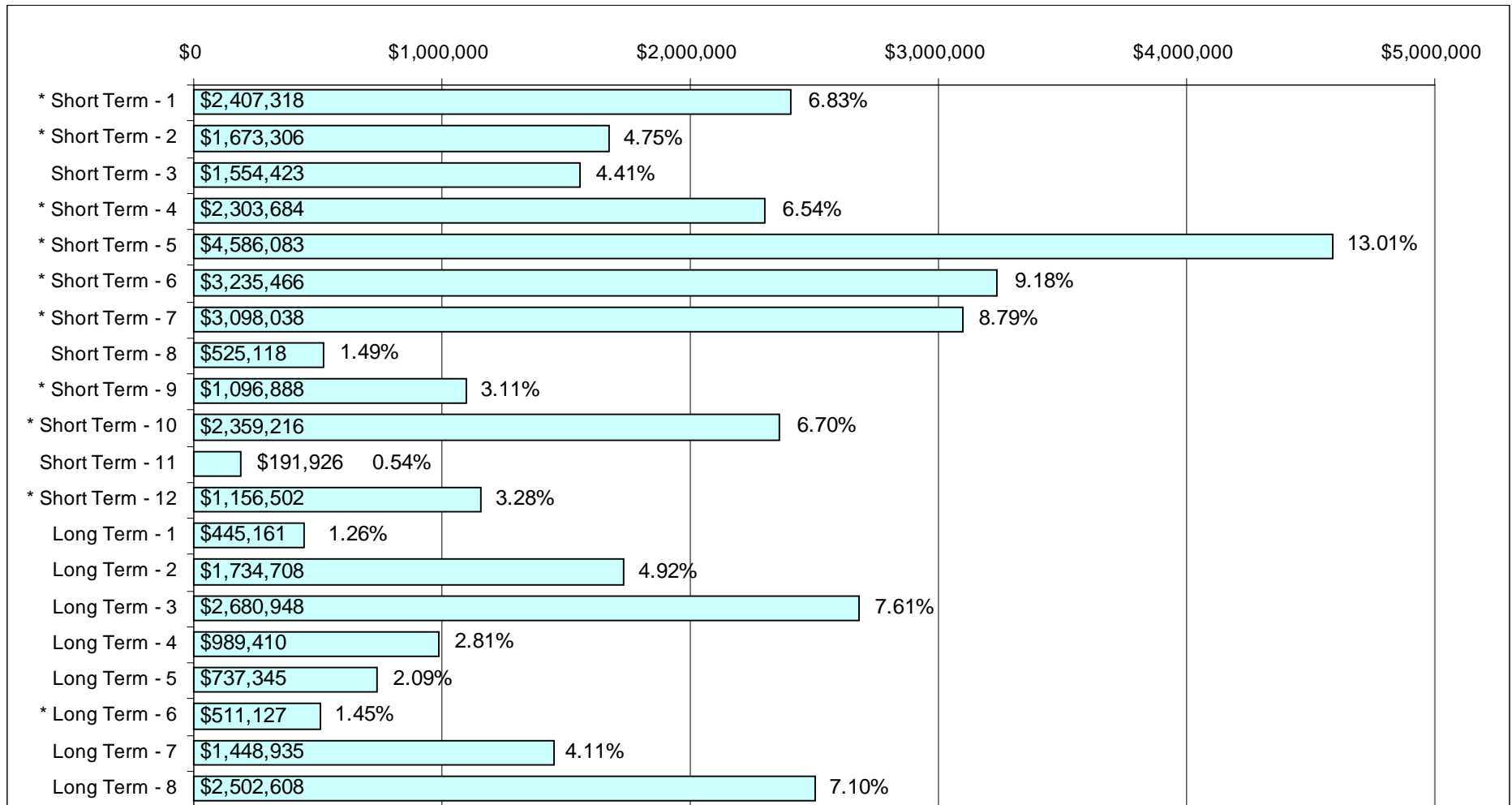|	$0	$1,000,000	$2,000,000	$3,000,000	$4,000,000
* Short Term - 1	$2,679,692		14.15%		
* Short Term - 2	$450,183	2.38%			
* Short Term - 3	$805,104	4.25%			
* Short Term - 4	$673,371	3.56%			
* Short Term - 5	$882,485	4.66%			
* Short Term - 6	$221,021	1.17%			
Short Term - 7	$1,013,071	5.35%			
Short Term - 8	$720,615	3.81%			
* Short Term - 9	$2,260,826	11.94%			
* Long Term - 1	$2,039,391	10.77%			
Long Term - 2	$765,074	4.04%			
Long Term - 3	$1,554,423	8.21%			
Long Term - 4	$3,625,968		19.15%		
* Long Term - 5	$1,241,708	6.56%			

Goal C: Development and implementation of the necessary electronic and resource-sharing linkages among and between libraries to support California's multitype library network development.

* = Objective fully met

36

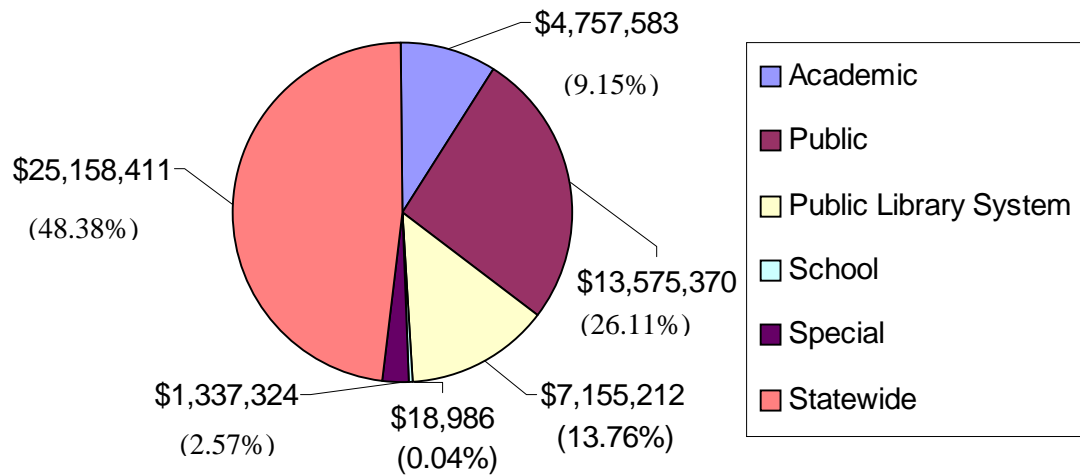# LSTA Funding Distribution for Goal D by Objectives

(Represents the percentage of funding spent for this goal that went to each objective)

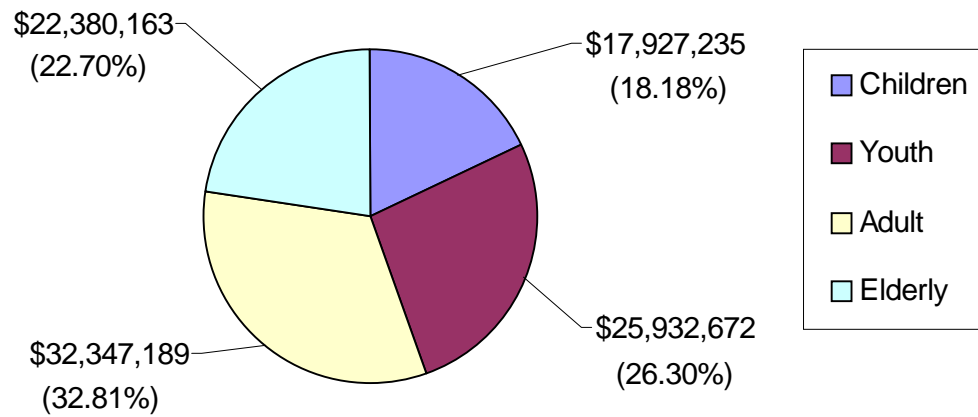| Objective	Amount	Percentage
* Short Term - 1	$2,407,318	6.83%
* Short Term - 2	$1,673,306	4.75%
Short Term - 3	$1,554,423	4.41%
* Short Term - 4	$2,303,684	6.54%
* Short Term - 5	$4,586,083	13.01%
* Short Term - 6	$3,235,466	9.18%
* Short Term - 7	$3,098,038	8.79%
Short Term - 8	$525,118	1.49%
* Short Term - 9	$1,096,888	3.11%
* Short Term - 10	$2,359,216	6.70%
Short Term - 11	$191,926	0.54%
* Short Term - 12	$1,156,502	3.28%
Long Term - 1	$445,161	1.26%
Long Term - 2	$1,734,708	4.92%
Long Term - 3	$2,680,948	7.61%
Long Term - 4	$989,410	2.81%
Long Term - 5	$737,345	2.09%
* Long Term - 6	$511,127	1.45%
Long Term - 7	$1,448,935	4.11%
Long Term - 8	$2,502,608	7.10%

Goal D: Promotion and enhancement of targeted library services to people of diverse geographic, cultural, and socioeconomic backgrounds; to individuals with disabilities; and to people with limited functional literacy or information skills.
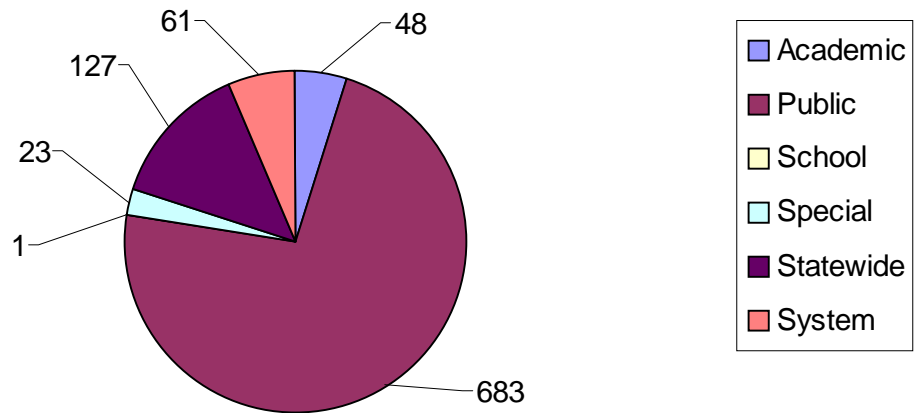
  * = Objective fully met

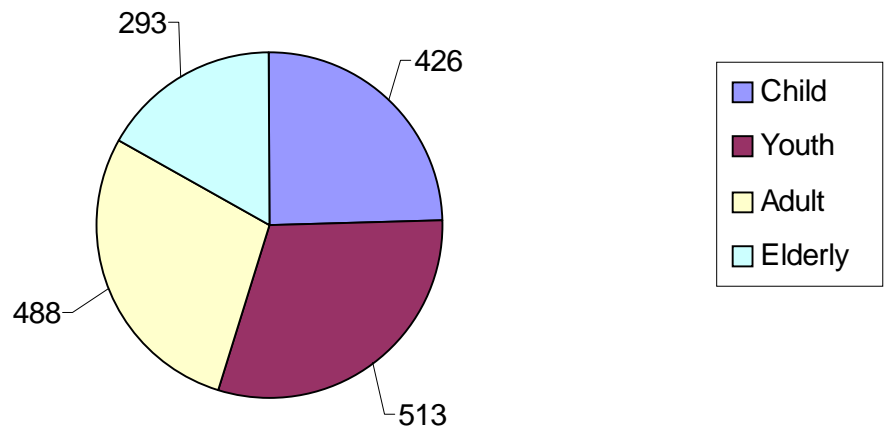## LSTA Funding Distribution Amounts
by Type of Library

$4,757,583
(9.15%)

$25,158,411
(48.38%)

$13,575,370
(26.11%)

$1,337,324
(2.57%)

$18,986
(0.04%)

$7,155,212
(13.76%)

- Academic
- Public
- Public Library System
- School
- Special
- Statewide

LSTA Funding Distribution Amounts
by Targeted Age Groups

$22,380,163
(22.70%)

$17,927,235
(18.18%)

$32,347,189
(32.81%)

$25,932,672
(26.30%)

- Children
- Youth
- Adult
- Elderly

Number of LSTA Projects
by Type of Library

■	Academic
■	Public
□	School
□	Special
■	Statewide
■	System

Number of LSTA Projects
by Targeted Age Group

■	Child
■	Youth
□	Adult
□	Elderly

II. RESULTS OF IN-DEPTH EVALUATIONS

This section contains in-depth evaluations of five projects funded under LSTA during the five-year period, 1997-2002. It focuses on the impact and effectiveness of the Federal program on libraries by using technology as a means of service delivery and by providing services to special populations.

Technology Focus

InFoPeople
A statewide program stimulating access to and use of the Internet in public libraries, initiated under the Library Services and Construction Act (LSCA) and expanded under the Library Services and Technology Act (LSTA)

Grant period:	1997-2002
Total LSTA support:	$7,469,169

Access News
A Sacramento Public Library pilot project to enable people who cannot read standard print to listen to newspapers over the telephone. The project was expanded to four other metropolitan areas and is now funded by the State under the Kevin Starr Access to Information Act of 2001

Grant period:	1997-2002
Total LSTA support:	$814,205

Targeted Services Focus

Radio Works!
A Marin County Free Library project to teach basic English survival skills by way of a radio novella and to introduce family literacy

Grant period:	1999-2001
Total LSTA support:	$118,654

The Shades of California: The Book
The culmination of a statewide photo history project to document the daily lives and the historical, political, and cultural contributions of the diverse communities of California

Grant period:	1997-2001
Total LSTA support:	$398,325*

(* includes the two-year project leading up to The Book)

Tools for Tolerance® to Enhance Library Services
> A pilot educational program to provide teams from public libraries in the Los Angeles basin with the information and tools necessary to develop and implement a Library Tolerance Plan, blueprints for both personal and library action to create a respectful, inclusive workplace and service program
> > Grant period: 2000-2002
> > Total LSTA support: $358,467*
> > (* includes funds for the expansion to a statewide program in 2001/02)

The in-depth evaluation of InFoPeople is based upon an independent study conducted by John Carlo Bertot and Charles R. McClure in 1999 (<u>The Importance of California Public Libraries in Increasing Public Access to the Internet: Findings from the InFoPeople Site Visits</u>) and augmented by project reports.   The Bertot/McClure report is Appendix B.

The in-depth evaluations of the other four grant projects (Radio Works!; The Shades of California: The Book; Tools for Tolerance® to Enhance Library Services; Access News) is excerpted from the 2002 independent review (<u>Qualitative Evaluation Report of Selected Projects Funded Under the LSTA State Plan Fiscal Years 1997/98-2001/02</u>) prepared by Judy Marston of Singular Focus and augmented by project reports and the <u>Access News Assessment and Recommendations</u> prepared by Rhea Joyce Rubin in 2000. The full report, including the Rubin study, appears in Appendix C.

A. TECHNOLOGY FOCUS

1. InFoPeople (Internet for People)

Project Description:

Using a combination of LSCA and LSTA funds over an eight-year period, InFoPeople ("Internet for People") initiated points of public access to the Internet in California public libraries. These libraries obtained grants during a four-cycle period; each received a computer workstation, Internet connectivity, and intensive training (five full days spread out over a six-month period). Grant recipients were required to involve community partners throughout the implementation process, both in the training in basic Internet navigation/search skills and the development of a community-based plan for Internet public access.

Internet was a comparatively young technology when the program began in 1994, and the training component was essential to enable librarians to use it as well as to feel comfortable enough with it to help library patrons. Community partners were critical elements, too: not only did they assure that the new service program and policies would be responsive to the local area but they frequently became the nucleus of a cadre of transfer-trainers ("docents") to give one-on-one assistance to members of the public. Some of them prepared curriculums for local training activities, as in one

branch of Los Angeles Public Library; others assisted in maintaining and repairing the computers in such areas as the Silicon Valley. In 1996/97 alone, community volunteers contributed 35,475 hours in support of local InFoPeople projects. Businesses also became project supporters: in the blue collar community of Seaside (Monterey County), there were no Internet Service Providers when its InFoPeople project began. However, people tried Internet at the public library branch and many went on to buy computers themselves; in two years, Seaside had seven ISPs and those businesses paid for the continued Internet connectivity at the library after the grant-funded period.

By 1999, all InFoPeople public library sites were operational. In 1999/2000, the Bill & Melinda Gates Foundation provided computers for several hundred more public libraries, moving California very close to the goal of public Internet access in every public library. Quarterly statistical reports submitted by InFoPeople grant sites indicate that approximately five and a half million people a year access the Internet through the computers provided by InFoPeople and the Gates Foundation.

The deployment of the Gates Foundation grants ended one phase of the InFoPeople project but created a still greater need for the training and technical support that had always been a major component of the project. InFoPeople had already been branching out beyond core Internet training for site staff and community partners. InFoPeople substantially reinvented itself in 2000 as a provider of continuing education, orientation, and refresher courses for library staff requiring re-training to acquire knowledge and skills in Internet use. It also hosted its own Web site and created Internet tools, the foremost being the Librarian's Index to the Internet (LII) which provides online guidance to other Web sites with authoritative and reliable information on a vast array of topics — which is now used one million times each month by information-seekers internationally.

State-Level Goal and Objective for Use of LSTA Funds for InFoPeople:

Goal B. Library services available in all parts of the state that provide all users access, through state, regional, national and international electronic networks, to information resources they require to meet their diverse, changing, and expanding educational, economic, knowledge, social, cultural, recreational, and life fulfillment needs.

Short-term objective (2): By 1999, 75% of the state's public libraries will have at least one online workstation for public use that is capable of furnishing access to the Internet and World Wide Web; at least one public service staff member trained in Internet instruction of the public; and a successful operational service program in place to maintain and continually improve this public access function.

Short-term objective (3): By 1999, a program of continuing education, orientation, and refresher courses for library staff requiring re-training to acquire knowledge and skills in advanced technology (including Internet training) will be designed and launched for 50 participants.

How well did the project meet the goal and short-term objectives listed above?

InFoPeople was solely responsible for almost 70% of the public libraries statewide meeting all components of short-term objective (2) related to public access to the Internet. The project provided public access computers, training and support for transfer-training, and ongoing advanced Internet training (including the initial development of library Web sites) for 530 of California's 765 main and branch libraries.

Although InFoPeople had already provided basic training for library personnel in all these sites, it changed its focus by 2000 when the overwhelming majority of all California public libraries had Internet workstations. It then became a provider of a wide variety of technology-related training for those who work in California libraries of all types. This program of continuing education, orientation, and refresher courses reached thousands more librarians than the 50 identified as the target for short-term objective (3). The comprehensive training program of workshops, Web-based distance education, videoconferencing, and Webcasting provided advanced technology training for 2,480 librarians in 1999/00 alone.

How well did InFoPeople meet its goals and objectives, and what impact did the project have on the applicant libraries and the "target group?"

The goal of the InFoPeople project was to provide points of public access to the Internet through public libraries. Its primary objective from 1994-99 was to achieve this goal by building Internet capability in every public library service outlet in the state through a combination of equipment acquisition, staff training, connect time, and community involvement. Its primary objective from 2000-02 was to provide a comprehensive program of practical training and continuing education in technology, so stimulating the improvement of library services with technological advances, and to provide Internet-related tools to help libraries achieve this.

The first objective was virtually met by 1999, when 530 InFoPeople public library sites were operational and the Gates Foundation and/or local investments had equipped the remaining public libraries.

The second objective has been met through a comprehensive training program that ranged from hands-on "Boot Camps" to Webcasts and videoconferences. Thousands of librarians have participated in the continuing education opportunities provided by InFoPeople. With respect to the Internet tools, the project's Web site received 3,620,843 visits between January 2000 and March 2002 (a typical visitor examined 2.08 documents before leaving the site) and the Librarian's Index to the Internet is used more than one million times each month.

According to an outside evaluation, "the achievements of the InFoPeople project are remarkable. In less than five years, InFoPeople connected 46% of California's public libraries to the Internet. InFoPeople established a highly regarded, sustained training program to assist librarians in taking advantage of the new networked resources and services…. Without this project, the Internet would not be as widely or effectively used in California public libraries as it is today. The InFoPeople project revitalized

the image the public has of libraries and reinvigorated library professionals who had watched while interest in public library services waned." The Executive Summary of the evaluation report goes on to say, "the InFoPeople project redefined the community's view of public libraries. Support for public libraries and their Internet service is at its highest in more than a decade…. Library public services have been revitalized and transformed. In many cases, over half of reference collection expenditures are for digital products."

What evaluation methods were used to measure outcomes of the InFoPeople project?

In 1998/99, a team of outside investigators studied the InFoPeople project for the broad purpose of assessment and evaluation. The study analyzed existing data and statistics, and the team conducted site visits and 122 interviews with library users, library staff, librarians, local officials, California State Library officials, and InFoPeople staff.

Statistical reports on public use of the InFoPeople computers were compiled, including the number of users and amount of use. Individuals completed evaluations after each training session. The Librarian's Index to the Internet includes an optional feedback form.

What is the prognosis for continuation of the InFoPeople project?

Local InFoPeople projects are being continued through a combination of local funds, Gates Foundation and e-rate (State and Federal) programs, and private-public partnerships.

While LSTA funds continue to subsidize the training costs in part, participants now pay $75 for each session.

The Librarian's Index to the Internet is now funded by the State under the Library of California Act.

2. **Access News**

   Project Description:

   Access News (AN) is a program which enables people who cannot read standard print to listen to newspapers, magazines, and local materials or information over the telephone. It is, as the Sacramento Public Library advertises, "an electronic newsstand." AN has two components: Newsline and Telephone Reader.

   Newsline is the registered name for an electronic synthetic speech system developed and owned by the National Federation of the Blind (NFB). It is a stand-alone, PC based system with a synthetic voice processor. The mainframe is located at NFB headquarters in Baltimore. The system receives electronic files (FTP) from newspapers on the morning of publication, reformats the data for conversion to synthetic speech, adds codes which will allow navigation by users, and transmits the

data back to local service centers which lease the program under contract. Each service center has a "plug and play" server (black box) which is connected to a modem and local telephone lines for transmission to users. The service center redistributes the newspaper to individual users over a conventional telephone using synthetic speech.

Telephone Reader is also a telephonic newspaper system. It runs on AudioReader software developed by the University of Kansas for the Kansas Radio Reading Network. The Telephone Reader system uses recorded human speech rather than synthetic speech. The advantage of this system is that humans can read materials which Newsline is incapable of, for example materials with special formatting such as a TV listings grid or a grocery advertisement with photographs.

The project began in 1997 as a pilot/demonstration model in the Sacramento Public Library. When it was determined effective, it was rolled out in four other major geographical parts of the state: San Francisco (2000), Fresno (1999), Los Angeles (1998), and San Diego (2000). Newsline is currently available and actively administered in four California county libraries: Sacramento, Fresno, San Diego, and San Francisco. (The Los Angeles Public Library provides the service through a combination of donated equipment and LSTA money for operational expenses. The public library does not actively promote the service.)

State-Level Goal and Objective for Use of LSTA Funds for Access News:

Goal D. Promotion and enhancement of targeted library services to people of diverse geographic, cultural, and socioeconomic backgrounds; to individuals with disabilities; and to people with limited functional literacy or information skills.

Short-term objective (6): At least 10 LSTA-supported projects, targeted to the needs of individuals with disabilities, will have been implemented and tested in California public libraries by 2002.

How well did the project meet the goal and short-term objective noted above?

The Access News project fulfilled the goal of promotion and enhancement of targeted library services to individuals with disabilities. The telephonic approach to providing information to people with visual and physical disabilities allowed these people to obtain daily information ranging from current events and cultural activities to grocery ads.

The short-term objective (6) was addressed in that five public libraries implemented and modeled the service program. While it did not meet the target of 10, it contributed toward achieving that level of participation.

How well did the Access News project reach its goals and objectives, and what impact did the project have on the applicant libraries and the "target group?"

The goal of the Access News project was to provide access to current, local information to people who are blind or have visual and physical disabilities.

The libraries' objectives for the Access News project were to 1) support access to major national and statewide newspapers in five geographically distinct areas using the Newsline technology and 2) support access to local community information at a northern and a southern California library using the telephone reader technology.

1) San Francisco Public Library, Fresno County Library, Los Angeles Public Library, San Diego County Library, Sacramento Public Library, and the Braille Institute Library in Los Angeles provided access to major national and statewide newspapers through Newsline technology in a project that was initiated in Sacramento in 1997 and expanded, over a three-year period, to four other locations of the state.

2) Sacramento Public Library (northern California) and the Braille Institute Library in Los Angeles (southern California) expanded their service to include Telephone Reader technology.

By the end of 2000, one thousand, one hundred and forty-three people were registered for Newsline in four of the five counties (Los Angeles is excluded) and Telephone Reader received an average of 1,168 hits per month, each for an average call length of 9.11 minutes.

All Access News subscribers – whether or not they are current users of the service – were asked a series of questions to assess its impact on their lives.

In response to the question "Has having Newsline (and Telephone Reader) affected your life?" 71% of active users reported yes and 28% said no.

All the active users who work from home reported that having Access News affected their lives. More than three-quarters of users who work from home or who are students reported that also. The only people who felt no impact from Access News are people who neither work nor attend school; 26% of them felt no impact from Access News.

What evaluation methods were used to measure outcomes of the Access News project?

Evaluation of the project used both statistical and anecdotal sources from the participating libraries, including:

- number of people who inquired about the services,
- number of eligible people who registered for the services,
- surveys and polls of users by telephone and mail,
- feedback from the library project staff and their user advisory committees, combined with comments from users and outside agencies who serve or represent people who are visually disabled, and
- information obtained at the exchange meeting for project staff statewide.

An outside study was also conducted in 2000 to survey users and non-users about the service as well as to assess the local administration and statewide management of the project.

The key findings of the user/non-user study were:

- 91% of active users are satisfied or very satisfied with the service
- 71% of active users report that it has affected their lives
- 49% of active users do so twice a week or more
- 60% of registered subscribers do not actively use the service
- Only 25% of non-subscribers report having heard of the service
- Audiocassette is the preferred format for receiving information for subscribers, non-subscribers, and users

What is the prognosis for continuation of the Access News project?

In October of 2001, California Governor Gray Davis signed Assembly Bill 1723. AB 1723 created the Kevin Starr Access to Information Act of 2001 which authorized the State Librarian to provide toll-free telephone access to the news for two years, March 2002 through 2004, for people who are blind. The Act provides one-time funding of $830,000 from the California Public Utilities Commission's California Teleconnect Fund to the California State Library. The funds will be used to operate a toll-free telephonic reading program for persons with print disabilities who are registered patrons of the federally designated regional libraries for Californians who are blind and physically disabled. The Teleconnect Fund is used to provide discounted basic and advanced telecommunications services to schools, libraries, hospitals and community-based organizations.

The State Legislature and the Governor could choose to extend the Act for future years.

B. TARGETED SERVICES FOCUS

1. Radio Works!

Project Description:

Radio Works! was a two year project (1999-2000 and 2000-2001) implemented by a joint program of the Marin County Free Library and the San Rafael Public Library. The rural West Marin community is isolated geographically and has a lack of public transportation, making it extremely difficult for adult literacy students to attend literacy programs. The nearest urban area is San Rafael, a one hour drive from West Marin. The population of this rural area is comprised of 75% migrant families with an average fourth grade education level. West Marin has a higher percentage of families in poverty than the rest of the county as well as one of the lowest household median incomes in Marin. Most adult literacy students are Hispanic farm workers who have limited time availability for literacy classes due to long work hours and

split shifts on diary ranches. Local libraries were looking for an avenue to draw this population into their programs.

To identify interest in a radio literacy program a survey was created, translated into Spanish and distributed through the local Catholic Churches and Latino community leaders. In June 1999, 54 completed surveys indicated 93% (50) of those responding were interested in participating in radio literacy classes a minimum of twice a week, 33% (18) were not currently using the public library, and 40% (22) were not receiving literacy instruction. Of the 22 respondents not receiving literacy instruction, lack of transportation and time restrictions were the most frequently mentioned reasons for not participating in a literacy program.

The project utilized a non-profit radio station licensed in spring of 1999 to broadcast to the previously unreachable northern tip of the county. The radio was used to teach and inform low literate, low economic level adult students. It was determined that due to the rural location and poverty level of the target audience, radio transmission was the only electronic means of disseminating personalized and local information. The goal of the project was to provide literacy services to a difficult-to-reach population by developing radio programming that would teach basic English survival skills and introduce family literacy concepts through bilingual storytimes and by building on existing and new partnerships with other organizations and library staff.

An LSTA Augmentation grant of $4,950 was allocated to develop a pilot outcomes study for the Radio Works! project. The grant was used to design a packet of assessment tools to evaluate the results of the project on the participants and to pay for the staff hours to administer the questionnaires. With support and assistance from library staff and an outside consultant, the Radio Works! staff developed the assessment tools for the pilot outcomes study. LSTA funding for a second year allowed for a more definitive use of the assessment tools.

The main objectives and goals for the Radio Works! project were:

Goals:
1. To teach basic English survival skills by way of a radio novella, and to establish a link with the Marin Literacy Program, and
2. To introduce family literacy through bilingual storytimes and to increase awareness of library and other community services.

Objectives:
1. To form collaborative partnerships with West Marin community organizations, and
2. To recruit and retain literacy students from the rural community.

To evaluate the effectiveness of the project, pre- and post-assessment measurement tools were designed and administered to the project participants. All assessment interviews were conducted in Spanish.

State-Level Goal and Objective for Use of LSTA Funds for Radio Works!:

Goal D: Promotion and enhancement of targeted library services to people of diverse geographic, cultural, and socioeconomic backgrounds; to individuals with disabilities; and to people with limited functional literacy or information skills.

Short-term objective (2): By 1999, a minimum of 10% of California public libraries will have completed formal planning processes to define and recommend specific library services responsive to the needs of their communities of diverse geographic, ethnic, linguistic, cultural, and socioeconomic backgrounds.

How well did the project meet the goal and short-term objective noted above?

The Radio Works! project fulfilled the goal of promotion and enhancement of targeted library services to people of diverse geographic, cultural, and socioeconomic backgrounds and to people with limited functional literacy or information skills. Their outreach to isolated residents through radio programming was a unique response to bringing literacy programs to those unable to participate due to lack of transportation and time. By collaboration with community organizations and the support of the Latino community the project brought a sense of a wider community to those participating in developing Radio Works! and to those who participated in the program itself.

The short-term objective (2) was addressed through Radio Works! formal planning process. While the Radio Works! project cannot, by itself alone, meet the 10% target of the statewide goal, it did contribute to achieving that level of participation. During the planning process Radio Works! defined and recommended specific library services, radio novellas and bilingual storytimes, which were responsive to the diverse geographic, ethnic, linguistic, cultural, and socioeconomic needs of the West Marin community. All the information necessary for other public libraries to duplicate this unique project is available in the Radio Works! manual. This project represents a specific and responsive library service to address the needs of the population identified in the objective.

How well did the Radio Works! project meet its goals and objectives, and what impact did the project have on the applicant library and the "target group?"

The goals for the Radio Works! project were to 1) teach basic English survival skills by way of a radio novella, and to establish a link with the Marin Literacy Program, and 2) introduce family literacy through bilingual storytimes and increase awareness of library and other community services.

2) The use of the radio novella struck a cord with the listeners because it reflected their life experiences. The radio novella provided language training around basic life skills such as participating in a school conference, buying a car, or discussing pregnancy issues with a doctor. Having the Latino community as the driving force behind the project made the stories culturally representative and indicative of real life situations.   Use of local members of the community as advisors and

actors increased the number of listeners, as everyone wanted to hear someone they knew on the radio.

Listener's Guides were given to each participant as a visual reinforcement of information emphasized in the radio broadcasts. The Guides also included several pages of survival skills, cultural information and English grammar facts that related to a particular episode. As a result of the radio novellas, participants showed an increased interest in bilingual activities in the community and indicated they had greater comfort in participating in activities such as school conferences or using library services. After Year 2 of the project, twenty of the participants enrolled in the literacy program.

3) Bilingual storytimes were broadcast on KWMR as a result of collaboration between the Marin Literacy Program and the Point Reyes Station branch of the Marin County Free Library. Study participants with children received copies of books to be read with their children during the storytime broadcasts. The storytimes were advertised to the community via flyers and announcements during the radio storytimes. Bilingual interviews with librarians were held during the broadcasts and included information about library services, literacy programs, and the availability of Spanish language materials. Observations by staff of the Literacy Program and the Point Reyes Library indicate an increase in Latinos participating in literacy programs and attending library events, particularly the bilingual storytimes.

The library's objectives for the Radio Works! project were to: 1) form collaborative partnerships with West Marin community organizations, and 2) recruit and retain literacy students from the rural community.

1) The Radio Works! staff created a strong coalition of community organizations including the Point Reyes Station branch of the Marin County Free Library, the West Marin Collaborative for Healthy Families, the Latino Family services, the Health and Human Resource Agency, the West Marin School, the Inverness School, the Tamales High School, radio station KWMR, The Point Reyes Light newspaper, the Head Start Program, the Paper Mill Creek Children's Center and The Dance Palace Community Center. A Board of Advisors was developed with members from the Latino community, members with special interests or talents pertinent to the project, and high school students. Local artists, musicians, business owners and radio staff all contributed their time and talents to the Radio Works! project. Local newspapers and radio station KWMR contributed advertising for the program.

2) In Year 1 Radio Works! enrolled 57 participants with 42 responding to the post-assessment questions. In Year 2, 56 participants enrolled in the program while 41 completed the post-assessment survey. The results from the evaluation study showed that the Radio Works! participants increased their English language competency, the time they spent sharing books with their children, and their knowledge of library services. After Year 2 of the project twenty of the participants enrolled in the literacy program. The Radio Works! staff felt this increased enrollment indicated a newfound trust in the literacy program due to

interaction with staff and services. The links initiated by this project to the local library and to family literacy activities appear to have encouraged not only the pleasure of the written word, but also given the Latino community a greater sense of inclusion.

The Radio Works! Outcomes Study Report mentioned two results that were benefits of conducting the project:

1) "We see a more solid connection between members of the West Marin Latino community and library and literacy services."

2) "Perhaps the most personally satisfying results of this study are the personal relationships made and the increased interaction with the Latino community, which we hope will continue to grow over time."

Unexpected Outcomes

Three unexpected outcomes were noted in the Radio Works! final report and manual:

1) During the process of developing the scripts and roles for the actors, the actors were encouraged to modify their lines if the language was too difficult or complex. "As we worked together, an exciting and unexpected benefit of the project became clear: some of the actors were also participating informally as language learners. Practicing their lines at home and reading at rehearsals were their lessons."
2) Latino community member and actor, Jesús Martínez and his band, Jesús Martínez y sus amigos, which has a loyal local audience, played the introductory and closing musical signature for the radio novella series. "Jesús speaks with great nostalgia about hearing his uncles play in Mexico, when he was a child. He is keeping this tradition alive, and we are glad to be a part of its survival."
3) "The unanticipated positive outcomes that were a product of the dynamics of creating Radio Works! at times seemed justification enough for the project, even if it had never gotten on the air. The *process* is also the *message*."

What evaluation methods were used to measure outcomes of the Radio Works! project?

Pre- and post-assessment measurement tools were developed and administered in Spanish to the Radio Works! participants. The questions covered three areas: 1) life skills language competency, such as information necessary to participate in a school conference, visit an emergency room, and purchase a car, 2) library utilization, with questions about library visits with their children, knowledge of library services, and what library services were used, and 3) Latino representation in the community, asking the participants how often they participated in bilingual activities in West Marin, the importance of a Latino voice in West Marin, and how well the Radio Works! project represented that voice to the community. Radio Works! staff administered the questionnaires in Spanish by reading the questions and recording the participant responses on the forms.

In the Outcomes Study Report for the project year 1999-2000, pre-assessments were given to 57 participants and 42 listeners responded to the post-assessment survey. The report noted improvement in the measurement of self-evaluation of language competency in relation to certain life skills. Of the 42 post-assessment respondents 19 reported an increase in time sharing books with their children and an increase in their knowledge of library services. Seventeen of the 42 listeners stated that they were more likely to access library services.

In the second year of the project, 2000-2001, the Outcomes Study Report noted that pre-assessments were given to 56 participants and 41 listeners responded to the post-assessment survey. Improvement was recorded in all the skill areas related to measuring self-evaluation of language competency in the post-assessments. Seventeen of the 41 listeners reported an increase in their knowledge of library services and 13 showed an increase in interest in bilingual activities in the community. Of the 56 participants, 20 enrolled in the Literacy Program and 19 added utilization of at least one new library service over the course of the study, including bilingual materials, use of the Internet, storytimes and information retrieval.

Ms. Karen Riley, Radio Works! Project Coordinator stated that the individual pre-and post-assessments were extremely labor intensive but turned out to be a key element in building trust with the participants. As the Radio Works! staff traveled out to the ranches and met with the families they began to develop a rapport with each other. Face-to-face contact is valued in the Latino culture and the visits contributed to greater access as well as a successful project.

One issue that Radio Works! had hoped to track was the number of library cards obtained by their Latino participants, but the public library did not have that information available (by law the library could not collect that information). No information was therefore available about any increase in obtaining library cards among the participants. One solution to identifying if participants were obtaining library cards would be to ask the question on the pre- and post-assessment questionnaire.

Is this project applicable to other areas of the State?

Copies of the Radio Works! project material, including the manual and audio tapes, were mailed to 75 rural library literacy programs in California. Ms. Karen Riley, Project Coordinator for Radio Works! was not aware of any California rural literacy program currently using the Radio Works! concept of teaching English through the use of radio programming. The program does offer an effective tool for teaching English to isolated geographical and cultural communities, but the collaboration of community organizations, the support of a local radio station, and a committed coordinator are requirements for implementation. The Radio Works! Manual and the Outcomes Study Report are excellent tools for other libraries interested in duplicating this project.

What is the prognosis for continuation of the Radio Works! project?

Karen Riley, Project Coordinator for Radio Works!, indicated that they currently do not have private funding to continue the project in the West Marin community, nor do they plan to actively pursue funding at this time. Ms. Riley noted that the radio station will continue to replay the novellas and children's storytimes in the spring and fall, but new listeners will not have the listener's guides or other Radio Works! materials. The project did serve to increase enrollment in the Literacy Program as indicated by the post-assessment evaluations. The Marin Literacy Program will continue to be a key resource for the Radio Works! target audience.

2. Shades of California: The Book

Project Description:

The Shades of California: The Book project was a one-year project (2000-2001) implemented by the Peninsula Library System.

Beginning in 1990 the Shades of L.A. project began to increase the depth of racial and ethnic diversity in the photo collection of the Los Angeles Public Library by asking African American families for personal photos of the Watts area before 1965. The Shades of L.A. project grew from that first Photo Day in the African American community into a seven-year project involving one thousand donors and volunteers, expanding into an ever-broader view of Los Angeles.

On December 1, 1997, Dr. Kevin Starr, State Librarian of California, extended an invitation to public libraries to participate in the LSTA-funded Shades of California grant program, "a statewide photo history project to document the daily lives and the historical, political and cultural contributions of the diverse communities of California."

In 1998 and 1999, LSTA-funded Shades of California "Photo Days" were held in 26 communities where 6,000 archival-quality images were produced from private photographs supplied by California's diverse racial and ethnic population. A negative and copy of each photo was retained at the participating library with a second copy provided to the California State Library to be included in its California History Collection. Each participating library provided a community exhibit of at least 50 photos. The "Photo Days" proved so popular some public libraries found funding through other sources, such as historical societies, Friends of the Library and ethnic community organizations, to continue and expand the project.

It was felt that The Shades of California: The Book project would increase the accessibility of a selection of the photographs to a larger audience. Using selected images from the photos gathered in 1998 and 1999, plus, if needed, photos from the earlier Shades of L.A. project, along with an introduction, captions and text would give a portrait of the diversity of people and cultures that makes California unique in terms of ethnicity, geography, work, family, and leisure were provided. Copies of the book were distributed to all the public libraries in California as well as offered for individual purchase through the publisher of the book.

The main goal of the project was to make available to the residents of California selected photos from those gathered in the Shades of L.A. and the Shades of California "Photo Days" in book form.

State-Level Goal and Objective for Use of LSTA Funds for Shades of California: The Book:

Goal D: Promotion and enhancement of targeted library services to people of diverse geographic, cultural, and socioeconomic backgrounds; to individuals with disabilities; and to people with limited functional literacy or information skills.

Short-term objective (5): By 2000, at least 20% of California public libraries will have implemented, with assistance of LSTA-supported grant funds, re-defined services to more effectively meet the library service needs of their communities of diverse geographic, cultural, and socioeconomic backgrounds.

How well did the project meet the goal and short-term objective noted above?

The distribution of The Shades of California book to all California libraries provided increased accessibility to a photographic history of the diverse people of California, meeting Goal D as stated in the section above. In addition, interested individuals, such as scholars, teachers and novelists, can purchase the book to use for research, for filmmaking, or for investigating family histories. The Shades of California book project assisted in fulfilling short-term objective (5), noted above, by having approximately 26 libraries participate in the "Photo Days." This effort resulted in increasing not only the local library photo archives, but the California State Library's California History Collection as well. The Shades of California book has enabled libraries to enlarge their photographic records of the history of California through photos taken by its ordinary citizens.

How well did the Shades of California: The Book project meet its goals and objectives, and what impact did the project have on the applicant library and the "target group?"

The goal of the Shades of California: The Book project was to make available to the residents of California selected photos from those images gathered through the Shades of L.A. and the Shades of California "Photo Days" in book format. The book was published in 2001, and of the 7,500 copies printed 400 copies were distributed to all California public libraries and 100 review copies were sent to media throughout California. The book received widespread admiration from librarians, bookstore owners, reviewers and the donors themselves. The first 2,000 copies of the book sold within the first month of publication and it is anticipated by Malcolm Margolin, Publisher of Heyday Books, that the remaining copies will sell out.

What evaluation methods were used to measure outcomes of the Shades of California: The Book project?

There were no formal evaluation methods in place for this project. The final summary indicates that during the process of creating the Shades of California book,

information and documentation was discovered that would greatly enhance the value of the collections, and that material has been passed on to the State and local libraries.

Is this project applicable to other areas of the State?

From the Shades of L.A. and Shades of California projects there are manuals and other information available to interested parties to duplicate the "Photo Days."

What is the prognosis for continuation of the Shades of California: The Book project?

Ms. Patricia Wakida, Special Projects Coordinator of Heyday Books, said that she is considering submitting a second report to supplement the final narrative report due to the major interest in the book. They have completed seven slide show presentations, two television interviews, one with a Sacramento station and one with a San Francisco station, and are working with the South San Francisco Public Library on a Shades project. The South San Francisco Shades project will be covered by the media and Heyday Books will make a presentation at the library in late fall of 2002.

The book will continue to be sold through bookstores, museum shops and other outlets and the book will be reprinted if demand warrants. Readings and other events will be sponsored with libraries and bookstores through 2002.

With local support and funding, California communities continue to collect their photographic history; and as people from other parts of the United States and the world hear about the project they indicate an interest in duplicating the model of the Shades of California.

3. **Tools for Tolerance® to Enhance Library Services**

Project Description:

The 2000-2001 Tools for Tolerance® to Enhance Library Services (TFTTELS) project was designed as a pilot educational program tailored to meet the needs of public library staff. This program was implemented through the Metropolitan Cooperative Library System (MCLS) in the Los Angeles basin, the Stanford-California State Library Institute on 21st Century Librarianship and the Simon Wiesenthal Center, Inc. The program was based on the Simon Wiesenthal Center-Museum of Tolerance Tools for Tolerance® programs which have been administered to educators, public officials, and law enforcement personnel starting in 1994. The TFTTELS program was designed to offer library personnel the information and tools necessary to develop and implement a tolerance plan for their libraries.

A needs assessment was conducted in 2000 with 25 of 31 MCLS library directors responding to the survey. Based on the survey results there was a strong interest in participating in the program. Survey results also showed that the directors preferred a team approach to the training and would send all levels of library staff to the program. A broad range of topics for the program content was also obtained from the directors along with recommendations for how to continue the process after the completion of

the TFTTELS program. It was felt by the program developers that both the broad range of topics and the continuation recommendations could be addressed through the use of resources, leadership and facilitation that team members would receive during the training and in the team's development of their Library Tolerance Plan.

The goals for the TFTTELS program were based on a needs assessment survey with MCLS Directors and input from the Tools for Tolerance® staff and faculty, professional consultants and the TFTTELS advisory committee:

1) Develop heightened awareness regarding valuing diversity and combating prejudice; broaden perspectives and create solutions to meet specific needs and sensitivities of a culturally diverse clientele; create a respectful, inclusive workplace environment, to enhance and reinforce the library service plan; and
2) Utilize technology, including the Simon Wiesenthal Center (SWC) Library & Archives Web site, to encourage and expand ongoing communication; to advance professional dialogue; and to build bridges to the libraries' communities and beyond.

Eleven objectives were identified to help reach the stated goals utilizing the TFTTELS training and through continuation activities:

1) Implement 10 programs, each comprising two parts, to serve 240 MCLS library personnel, attending in teams of three to four people from each library.
2) Day One will be at the Museum of Tolerance (MOT). Day Two will be at the MOT or a convenient regional site.
3) Participants will be selected on the basis of team applications and recommendations of library directors.
4) Utilize the unique learning environment and interactive exhibits of the MOT to heighten awareness of perils of prejudice, stereotypes, bigotry, and discrimination, and the efforts to promote tolerance and understanding.
5) Conduct professionally facilitated discussions and expertly guided interactive workshops on valuing diversity, building respectful communication, and acquiring the Tools for Tolerance as they apply personally and in the professional delivery of library services to a diverse world.
6) Develop, produce, and distribute educational materials including resource kits, journals, participant manuals, videos, and CD ROMS.
7) Provide framework and guidelines to develop library tolerance plans, which can be incorporated into library practices, policies and procedures.
8) Utilize computer laboratory resources to conduct a cyberclass, focusing on the promise and the peril of the Internet.
9) Provide implementation on the application of technological tools to develop a virtual network for ongoing communication.
10) Maintain a customized Web site presence to provide an ongoing resource, a vehicle for the sharing of information, ideas, experiences through synchronous and asynchronous communication.
11) Facilitate and promote maximum participation in the virtual community of Institute graduates.

To evaluate the success of the program, daily evaluation sheets were to be completed by the participants and ongoing evaluation and feedback would be obtained from the TFTTELS Advisory Committee. The Evaluation and Testing Institute would conduct a pre- and post-attitudinal survey of participants on Days 1 and 2, as well as gather information via telephone interviews, site visits and written responses on the graduates progress in implementing the Library Tolerance Plans developed during Day 2 of the training.

State-Level Goal and Objective for Use of LSTA Funds for Tools for Tolerance® to Enhance Library Services

Goal D: Promotion and enhancement of targeted library services to people of diverse geographic, cultural, and socioeconomic backgrounds; to individuals with disabilities; and to people with limited functional literacy or information skills.

Short-term objective (2): By 1999, a minimum of 10% of California public libraries will have completed formal planning processes to define and recommend specific library services responsive to the needs of their communities of diverse geographic, ethnic, linguistic, cultural, and socioeconomic backgrounds.

How well did the project meet the goal and short-term objective noted above?

In addressing Goal D above the TFTTELS program presented several components to promote and enhance targeted library services to a diverse population:

- o A discussion by library professionals of diverse background on issues such as:
  - ▪ Staff diversity, collection development, censorship, how technical services affect those issues, community involvement and outreach programs, and confrontations with the public,
- o Development of a tolerance plan based on participants community demographics, and
- o Using technology to encourage and expand communication on issues of diversity and tolerance.

The short-term objective (2) was addressed in the structured TFTTELS program where a formal process was used to provide library personnel with sensitivity training on the issues of diversity and tolerance in the workplace and with the public. Through the development of the participants' Library Tolerance Plans, a formal process can be developed for each library to address the issues of diversity and tolerance in their communities. All the PowerPoint® Library Tolerance Plans are stored at the Simon Wiesenthal Center Library and are available upon request. With the participation of 25 MCLS libraries in the 2000-2001 TFTTELS program, information and materials to develop tolerance plans are available for libraries to develop specific diversity and tolerance based services for their local communities.

How well did the Tools for Tolerance® to Enhance Library Services project meet its goals and objectives, and what impact did the project have on the applicant library and the "target group?"

The TFTTELS program met their stated goals through several interrelated steps:

Goal 1: Develop heightened awareness regarding valuing diversity and combating prejudice; broaden perspectives and create solutions to meet specific needs and sensitivities of a cultural diverse clientele; create a respectful, inclusive workplace environment, to enhance and reinforce the library service plan;

> Using the program model of Tools for Tolerance® developed by the Simon Wiesenthal Center-Museum of Tolerance (MOT), participants toured the MOT and heard the testimony of a survivor of the Holocaust and a survivor of hate to heighten their awareness of valuing diversity and combating prejudice. A skills workshop in valuing diversity and conflict resolution and case study scenarios to develop outreach programs to a diverse library clientele continued the awareness component. Broadening perspectives and creating solutions to meet the specific needs and sensitivities of culturally diverse clientele was addressed through a panel consisting of 2-3 library professionals from diverse backgrounds who presented personal perspectives on tolerance and diversity while exploring issues such as staff diversity, collection development, censorship, how technical services affect these issues, community involvement and outreach programs, and confrontations with the public. Another element in the area of broadening perspectives for tolerance was a presentation by a former White Supremacist. Each team of participants, using appropriate area demographic data, designed a Library Tolerance Plan specifically for their community. PowerPoint® presentations of each tolerance plan were presented to the group for professional input and guidance before finalizing.

Goal 2: Utilize technology including the Simon Wiesenthal Center (SWC) Library & Archives Web site to encourage and expand ongoing communication; to advance professional dialogue; and to build bridges to the libraries' communities and beyond.

> Utilizing technology included having participants access and explore the Simon Wiesenthal Center Library & Archives resources and Web site. A session on the danger of hate sites, including a CD ROM entitled "Hate on the Internet" that documented the information in the session for each participant, was another component in utilizing technology. Participants also practiced participating in a live chat Internet session. Professional dialogue was expanded through attendance and interaction with other professionals at the workshops and presentations. A session on children's literature related to diversity and tolerance contrasted controversial pieces of literature with award winning works, and participants received bibliographies for use in their library plan. The workshops, presentations and panel discussions were all components of achieving bridge building to library communities and beyond.

The eleven objectives outlined in the project description were met with the exception of providing the program to 240 MCLS library personnel. Library staffing at the individual library sites did not allow for release of that many staff members and the limited pool of participants curtailed additional recruitment. Participants received a variety of resource material including educational resource kits, bibliographies, videos and CD ROMS. Technology utilization and participating in the virtual community of TFTTELS graduates is being provided through a Tools for Tolerance® library Web site with continually updated information and virtual communication through the chat room, "Tapped In."

What evaluation methods were used to measure outcomes of the Tools for Tolerance® to Enhance Library Services project?

Evaluation was to be conducted in two phases by the Evaluation and Testing Institute: Phase (1) pre- and post-attitudinal surveys conducted with participants before Day 1 and after Day 2 to assess the impact of the training on attitudes and beliefs, and on changes participants might make in the workplace, and Phase (2) information gathering via telephone interviews, site visits and written response to gage the progress of success in the implementation of the Library Tolerance Plans developed during Day 2 of the sessions.

The client group, library personnel from MCLS public libraries, feel that they are better prepared to work with a diverse client population as a direct result of attending these institutes. They claim they have been empowered by the experience, and they are eager to produce change at their libraries and in their personal lives. Some libraries have already begun to implement parts of the Tolerance Plan outlined by their participants. Others have reviewed collection development or community outreach and identified needed areas of change. All in all, the libraries that participated are more sensitive to diversity and tolerance issues and can develop a plan of service to better reflect the needs of their communities.

Some areas for improvement were identified during the ongoing evaluation process:

o A limited recruitment pool in Year 1 contributed to lower attendance than expected. The recruitment pool will be expanded with the 2001-2002 LSTA Grant to include all library personnel in the State of California.
o Summer sessions were a problem as it is a difficult time to release staff. Few summer sessions will be scheduled for future programs. Programs will be concentrated in the January to May period when libraries are better able to release staff.
o Through feedback from the Advisory Committee during the 2000-2001 project period, the application form was revised to make it easier to complete; and examples of books representing negative tolerance ideals were included in the session on children's literature.

What is the prognosis for continuation of Tools for Tolerance® to Enhance Library Services project?

The TFTTELS project has applied for and received an LSTA grant to continue the program into the 2001-2002 fiscal year. The program will be expanded to include all library personnel in the State of California with special emphasis on Arroyo Seco Regional Library Network members. Starting in January 2002, twelve workshops will be scheduled with recruitment already in progress. Based on the 2000-2001 program evaluations the format will remain the same, Day 1 at the MOT and Day 2 either at the MOT or possibly at a remote site, with two weeks between the two sessions. In the two weeks between Day 1 and Day 2, participants communicate via the chat room, "Tapped In," and feel it is very important to stay connected and included in the discussions.

In discussing the continuation of the TFTTELS program, Adrian Klein, Director of Library and Archival Services, Simon Wiesenthal Center and Museum of Tolerance, noted that "until the 2001-2002 LSTA Grant there had been nothing similar to the Tools for Tolerance® program available for library personnel like there had been for law enforcement, health professionals and educators."

Libraries who sent participants to the pilot program are sending people to the second year with the expectation that they will update the plan for tolerance developed in Year 1, including activities, events and meetings for 2002. As one example of the project's impact, the Glendora Public Library conducted a week of tolerance programming for staff and utilizing community agencies, brought in a speaker, and developed a complete program including reading lists for both youth and adults. They also involved Glendora law enforcement personnel who had been through the Tools for Tolerance® for Law Enforcement program.

III. OBSERVATIONS AND LESSONS LEARNED

While other sections of this report focused on the results of the LSTA Five-Year Plan, this portion outlines the areas where more progress needs to be made and where processes can be improved.

Five-Year Plan

Under the Plan's structure, fulfillment of objectives was dependent in part upon the field's generation of applications to address those areas. The plan itself, still retaining 50 different objectives, could be re-structured to target areas for improvement without sacrificing the flexibility necessary in a State as large and diverse as California. This could be achieved through more prioritization, targeted grant programs, non-competitive grant programs, mini-grants, or a combination of these approaches.

On the whole, 25 of 31 short-term objectives (1-5 years) were fully met and 5 of 19 long-term objectives (6-50 years) were met. That is an unexpectedly high completion rate and probably implies that some of the targets (timeline and quantity) were set too low. On the other hand, a number of the objectives include "all" or "none" in their language. For example, Goal D, Long-term objective 2 reads that "By 2020, California library services will be provided statewide without barriers to any linguistic or cultural group." Eliminating all linguistic and cultural barriers to library services is probably outside of the control of the California State Library through any funding mechanism—including LSTA. Similarly, Goal D, Long-term objective 1, saying that "By 2020, all persons with disabilities will be able to use all library services on an equal basis with those without any disability," is probably also set unrealistically high. The drafters of the next five-year plan should look carefully at the goals and targets they establish to make sure they are realistic within the context of what the California State Library can achieve through LSTA funding.

The move toward outcomes rather than objectives in the new plan should help focus it on what is really accomplishable, be that outcomes for end users or outputs for other worthy efforts.

The coding of grant projects under specific objectives was inconsistent: some appeared under 5 or more objectives and some appeared under only one. As a result, some objectives seem to have received little attention when, in fact, projects coded for other objectives also made progress toward achieving them.

Finally, baselines and definitions would also have been useful for some of the objectives in order to determine the progress made in such areas as "functional literacy."

Process

Longitudinal evaluations are often desirable. While many of the projects did continue through local efforts or other funding sources after LSTA had provided the necessary "seed" money and/or demonstrated their worth, rarely was the California State Library able to conduct systematic follow-up on individual projects. A greater emphasis on

outcomes measurement in the next five-year plan should improve evaluations a great deal. It will be important, however, to ensure that a reasonable number of longitudinal evaluations is also included. The few, short-term longitudinal evaluations included in the first five years proved very valuable, but there were just not enough of these.   See InFoPeople, Radio Works! and Tools for Tolerance® for examples of the kind of valuable information the formal, longer-term evaluations can provide.   Unfortunately, very few of the projects had such excellent evaluations. Most were more like the Shades of California effort, for which "There were no formal evaluation methods in place…"

The use of outcomes measurement for project management and evaluation was inserted into the LSTA process by the California State Library only in the last couple of years. It did seem to make a significant difference in documentation of the value of those projects using it (e.g. Radio Works!) and should be an extremely useful tool in the next five years.   Those projects that included outcomes measures were more likely to demonstrate their worth and make a stronger case for their continuation, expansion, or replication.

Focus

Some population groups, geographic areas, and service areas were under-represented in the LSTA program. Those and the uncompleted objectives identify areas that need to be considered in the next five-year plan. It is noteworthy, too, that some of the objectives that were met will need ongoing work: for example, while the Rural Library Initiative did meet its targets in some, though not all, objectives, rural libraries continue to need assistance in such areas as automation and collaborative undertakings in order to assure that all Californians have a minimum level of public library service. Other objectives will need to continue in another form, recognizing the rapidly changing nature of technology and the changes in California's own population.

The California State Library has encouraged all types of libraries to participate in the LSTA program.   While it is understandable that public libraries and their systems received the majority of LSTA funding, given the previous Titles and purposes of LSCA, it is undesirable that so few school libraries and special libraries applied for or received LSTA grants. In the future, additional efforts need to be made to reach these groups.

As described throughout this report, LSCA and LSTA developed and tested many of the components of the Library of California multitype library resource sharing effort. Many of those components have now moved from the developmental and testing phase with LSTA support to their ongoing, operational phase, supported by ongoing Library of California funds. Other components have not. The entire relationship of LSTA to the State-funded Library of California Act needs to be aligned so that the programs complement and maximize each other.

Several long-term objectives and one short-term objective related to the development of library services to people with disabilities, young adults, functionally illiterate people, and ethnic populations. These are not yet met. Consequently, additional LSTA priority should be given to these needs in the future. This is especially true for people with disabilities, where there was only one service project related to disabilities other than sight.

Finally, it is noteworthy that multi-year projects seemed to be more successful in meeting their goals and then continuing their activities through other funding sources, than did the many one-year projects.

IV. SUMMARY OF EVALUATION PROCESS

The California evaluation process of the first five years of the Library Services and Technology Act (LSTA) focused on the impact of LSTA funds on libraries and library users from 1997/98 through 2001/02, from both a quantitative and qualitative perspective.

The process began with the collection and compilation of information on individual grant projects into a structured database design for extraction and various analyses. There were 943 field projects analyzed, many of them involving statewide audiences. Five projects, two with a technology focus and three involving targeted services for special populations, were selected for in-depth evaluation.

Joan Frye Williams, an information technology consultant, prepared the statistical analysis of the field projects. Judy Marston of Singular Focus completed four of the in-depth evaluations, one of which was primarily based on a study by Rhea Joyce Rubin; John Carlo Bertot and Charles R. McClure evaluated one of the technology projects. These private consultants provided an outside, independent overview of the projects with which they dealt. Their full reports are provided in the appendices.

The results of these studies were analyzed and compiled into an overall evaluation by California State Library staff. The first draft was reviewed by an internal working group and revised accordingly. The draft was then sent to all members of the California State Advisory Council on Libraries, a citizen body appointed by the Governor and the Legislature to administer specific State library legislation; to all members of the LSTA Advisory Committee, a group of librarians and trustees broadly representative of all areas and types of libraries statewide; and to the key consultants, managers, and administrators of the California State Library. Their comments guided the direction of the final report.

V. APPENDICES (on disk)

A. Quantitative Analysis: LSTA Grant Awards, 1997/98–2001/02 by Joan Frye Williams (2002)

B. The Importance of California Public Libraries in Increasing Public Access to the Internet: Findings from the InFoPeople Site Visits by John Carlo Bertot and Charles R. McClure (1999)

C. Access News Assessment and Recommendations by Rhea Joyce Rubin (2000)

Qualitative Evaluation Report of Selected Projects Funded Under the LSTA State Plan Fiscal Years 1997/98–2001/02 by Judy Marston (2002)